

Position Description

Position title	Communications and Events Officer	Division/Business Unit	Communications and Advocacy
Location of role	Lilyfield	Direct reports	0
Reports to	Manager Communications and Advocacy	Industrial instrument	Award
Employment Status	Part time, 4 days per week	Award	Choose an item.
Date prepared		21/02/2022	

About Mental Health Coordinating Council

Mental Health Coordinating Council is the peak body for mental health community-based organisations across New South Wales. MHCC champions community-based, non-government organisations who work to support better outcomes for people living with mental health conditions. Together with our members, **we make a positive difference** in the mental health sector by driving reform, sustainability and system improvements.

Our Vision

People living with mental health conditions are supported to live meaningful lives in the communities of their choice.

Our Purpose

To promote mental health and wellbeing in NSW by championing a strong community mental health sector through leadership, advocacy and support.

Our Values

Integrity. Collaboration. Leadership. Impact

About the Role

The Communications and Events Officer is responsible for Mental Health Coordinating Council's events planning and development and works within the Communications team to produce content for our channels and publications.

The Communications and Events Officer is responsible events planning and the production of high-quality content for our channels and publications.

The role is responsible for planning and implementing all events including logistics and publicity, and for developing strategies to grow and enhance our events calendar and activities.

The role produces a range of a high-quality content for event marketing, as well as e-bulletins, social channels and web, and is involved in coordinating the production of publications for the organisation.

This role works in partnership with the Communications and Content Officer and reports to the Manager of Communications and Advocacy.

Key Responsibilities -

- Organise online and face-to-face events from start to finish, including planning, logistics, publicity, invitations, speakers, registrations, venue hire, catering, preparing briefing materials, post-event reporting, analysis and recommendations.
- Lead promotional activity for events, including creating marketing assets and using the CRM to create marketing lists, automate registration journeys and develop post event follow up.
- Collaborate with internal stakeholders and subject matter experts to identify and create opportunities to promote resources, tools and publications for our organisation.
- Develop strategies to grow and enhance events to benefit our members and the mental health sector and workforce, including developing the annual events calendar.
- Prepare high-quality e-bulletins, marketing assets, social media and web content and other organisational communications as required.
- Develop contacts within the sector to gather stories, content and ideas that promote the organisation and our members.
- Liaise with external graphic designers and production companies to produce publications, marketing materials and other assets.
- The role will be involved in producing social content, including digital assets, and managing and monitoring communities across our social media channels.

General:

- Perform other duties consistent with the position and as directed from time to time by the immediate manager.
- Stay up to date with trends and challenges in the sector to keep content current and relevant.
- Promote the profile of Mental Health Coordinating Council in a positive light to the sector and other relevant parties.
- Work collaboratively with other members of the organisation.
- Actively engage with other team members in continuous improvement of the organisation.
- Attend and participate at staff and team meetings as required.

Risk Assessment:

- Ensure a risk assessment is completed for all events offsite and all onsite events comply with WHS requirements, and any incidents are reported.

Key Measures of Success -

•	
Education/Qualifications/Skills	
Formal education	Degree in Events, Communications, Marketing, Digital Communication, Journalism or equivalent experience.
Job specific skills, knowledge and abilities	<ul style="list-style-type: none"> • Experience in events, communications, marketing or similar that may have been gained from a fast-paced consultancy or in-house team. • Show a keen interest in the NFP space and mental health • An understanding of marketing/communication principles • High attention to detail • High level skills in Microsoft Office software applications • Ability to use Wordpress or similar web publishing software, social media platforms, CRM software and bulk email management software • Experience with, or desire to understand, Google Analytics and other digital merits • Adobe skills desirable • Good communication skills • Excellent planning skills i.e. project management • Full Australian work rights • Current driver's licence • Willing to work part-time (not a full-time role) • Immediate start
Desirable experience	
Mandatory checks	<input type="checkbox"/> Working with Children Check <input type="checkbox"/> Police Clearance
Other	<input type="checkbox"/> First Aid <input checked="" type="checkbox"/> Other (specify) Double Vaccination