

## Position Description

<b>Position title</b>	Communications and Engagement Officer	<b>Division/Business Unit</b>	Communications and Advocacy
<b>Location of role</b>	Lilyfield	<b>Direct reports</b>	0
<b>Reports to</b>	Manager Communications and Advocacy	<b>Industrial instrument</b>	Award
<b>Employment Status</b>	Part time, 4 days per week	<b>Award</b>	[Choose an item.]
<b>Date prepared</b>		<b>1/02/2022</b>	

## 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

Mental Health Coordinating Council has an exciting opportunity for a committed Communications and Engagement Officer looking to make a positive difference. The Communications and Engagement Officer produces high-quality content to tell our story across a range of channels, including e-bulletins, web, social, marketing materials and resources. The role is responsible for planning and running events, including publicity and logistics.

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

MHCC offers a flexible working environment, work life balance and great work culture. The role is being offered at either four or five days a week.

### Key Communications responsibilities

- Develop stories, content and ideas that promote mental health, the organisation and our members on our website, across our social channels and through e-newsletters
- Support communications for the Learning and Development team, including maintaining web course pages and producing a fortnightly newsletter
- Develop and update email templates and maintain marketing list hygiene
- Provide digital media assets inhouse and work with a third party graphic designer to produce high quality products and materials
- Contribute to the monthly social media calendar and monitor communities across our social media channels
- As required, develop multimedia content, publications and slideshows

### Key Events responsibilities

- Plan and implement online and face-to-face public events, including all event logistics, registration, and post event reporting 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
- Produce and update an annual Event Marketing Calendar
- Develop strategies to grow and enhance our events

### General responsibilities

- To support the vision and objectives of Mental Health Coordinating Council
- Conduct other duties consistent with the position and as directed from time to time by the immediate manager
- Work collaboratively with other members of the organisation
- To always abide by MHCC Policy and Procedures and workplace legislative requirements
- To participate in an annual performance appraisal
- Use equipment provided in a professional manner
- Attend and participate at staff and team meetings as required

### To be successful in this role you will need

- Excellent writing and editing skills
- Confidence to plan, coordinate and run events
- An eye for design and attention to detail
- Experience in digital communications including social media
- Some experience in CRM and CMS systems and bulk email management software
- Knowledge of Adobe creative apps would be an advantage
- Strong interpersonal skills and experience building and managing relationships
- The ability to work both independently and as part of a team
- A commitment to the organisation's vision to support people living with mental health conditions

## Education/Qualifications/Skills

Degree in Events, Communications, Marketing, Digital Communication, Journalism or equivalent experience.

<b>Job specific skills, knowledge and abilities</b>	<ul style="list-style-type: none"> <li>• Experience in communications, media, events, marketing or similar</li> <li>• High level skills in Microsoft Office software applications</li> <li>• Ability to use Wordpress or similar web publishing software</li> <li>• Social media platforms and bulk email management software</li> <li>• Knowledge of CRM software</li> <li>• Adobe skills desirable</li> <li>• Full Australian work rights</li> <li>• Current driver's licence</li> <li>• Immediate start</li> </ul>		
<b>Desirable experience</b>	<ul style="list-style-type: none"> <li>• Experience with, or desire to understand, Google Analytics and other digital merits</li> <li>• An interest in the Not for Profit space and mental health</li> </ul>		
<b>Mandatory checks</b>	<input checked="" type="checkbox"/> Working with Children Check	<input checked="" type="checkbox"/> Police Clearance	
<b>Other</b>	<input type="checkbox"/> First Aid	<input checked="" type="checkbox"/> "Up to date" with vaccination against COVID 19	