

Position Description

Position title	Manager, Communications and Engagement	Division/Business Unit	Communications
Location of role	Lilyfield	Direct reports	2
Reports to	CEO	Industrial instrument	SCHADS Award
Employment Status	Full time, 5 days per week	Award	
Date PD Reviewed	16/11/23		

About Mental Health Coordinating Council

Mental Health Coordinating Council is the peak body for mental health community-based organisations across New South Wales. We champion community-based, non-government organisations who work to support better outcomes for people living with mental health conditions and we also deliver accredited training and professional development as a Registered Training Organisation. 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 is the peak body for community managed mental health organisations in NSW. The Manager, Communications and Engagement is responsible for communications and advocacy activities that influence positive change, support the community managed mental health sector and raise our profile. The role will work to cohesively maximise the organisation's impact by championing our advocacy positions and crafting strategic communications to support the achievement of our strategic goals.

The position requires a self-motivated person with initiative, excellent communication skills, an understanding of the media and a desire to be part of an innovative team with a commitment to implement our ethos. This person must be able to operate effectively and collegially in an environment characterised by frequent change, short timeframes and competing demands.

Key Responsibilities -

Communications strategy

- Lead the development and implementation of engagement and communication strategy, campaigns and projects to support all areas of the organisation.
- Develop and implement integrated communications strategies to maximise our impact and reach as a peak body.
- Research, identify, pitch and produce content for media opportunities to promote and showcase our impactful work and advocacy agenda.
- Excellent oral and written communication skills, including the ability to write clearly and persuasively for a range of audiences, research projects and publications.
- Ensure communication and marketing activities and assets are aligned with our brand and values.
- Oversee and support our communications channels, including our publications, regular e-newsletters, website and social media.
- Provide reporting on the organisation's engagement channels, events and projects.

Advocacy and stakeholder engagement

- Work with the CEO, MHCC team and our member organisations to advance advocacy policies and initiatives.
- Support member growth by creating retention and engagement opportunities.
- Oversee member and stakeholder engagement activity across a range of stakeholder events.
- Maintain strong connections within the organisation and with sector leaders to identify emerging opportunities.
- Work closely with the Principal Policy Officer to produce research and/or publications.

Profile and brand

- In consultation with the CEO, develop MHCC's strategy, advocacy, communications and media work.
- Deliver communications and advocacy advice to a high standard, including general media management, media releases and responses, Q&As, key messages, speeches, presentations, annual report, publications and reports.
- Identify opportunities to promote MHCC resources and publications to a broader audience.

Team leadership

- Lead a small, dynamic team through effective supervision, fostering collaboration and adeptly resolving staff-related challenges.
- Work collaboratively with other teams and team members.
- Actively participate in and contribute to team meetings.
- Work collegially with the Senior Leadership Team

Encourage a positive culture

- Establish an engaging and supportive environment that promotes continuous learning and reflects our core principles and values.
- Consistently embody MHCC's ethos and champion our mission and goals, while recognising our pivotal role as a peak body.

Other

- Strong organisational skills and ability to prioritise and execute effectively on multiple initiatives.
- Attend and participate in relevant meetings and industry forums as required.
- Maintain databases and statistics relevant to communications and engagement activity.

- Provide reports to the CEO and Board as required.
- Undertake market research to maintain currency in community sector developments.
- Take part in professional development to ensure competencies remain current with industry standards.
- Abide by the MHCC Policy and Procedures, workplace and all Clth and State legislative requirements (including but not limited to EEO, Anti-discrimination, WH&S, VET).
- Ensure the practice of Workplace, Health and Safety (WH&S) Standards are maintained.
- Participate in an annual performance appraisal and regular supervision.
- Other duties as directed by the CEO.

- Key Measures of Success -**
- Maintain the organisation's strong reputation in the sector and more broadly by amplifying and bolstering audience reach and increasing brand awareness across multiple key stakeholders.
 - Deliver impactful engagement activities and events that are consistently well-attended and resonate within the sector.
 - Increase awareness of issues and advocacy positions important to the organisation and community-manage mental health organisations.

Education/Qualifications/Skills	
Formal education	<ul style="list-style-type: none"> • Relevant degree level qualifications in communications, journalism or related field. • At least five years' experience in communications, media or journalism.
Job specific skills, knowledge and abilities	<ul style="list-style-type: none"> • Solid understanding of the political system, processes and policy development • Good organisational skills and able to manage multiple tasks, competing priorities and complete work within tight timeframes. • High level initiative and judgement with a record of innovation and achievement • Commitment to working in the for-purpose sector and with people with lived experience of mental health conditions.
Desirable experience	<ul style="list-style-type: none"> • An understanding of contemporary mental health issues and the community services sector. • An understanding of the NDIS and the role of sector peak bodies. • Experience working with a membership-based organisation.
Mandatory checks	<input type="checkbox"/> Working with Children Check <input checked="" type="checkbox"/> Police Clearance
Other	<input type="checkbox"/> First Aid <input type="checkbox"/> Other (specify) <input checked="" type="checkbox"/> 'Up to date' with Vaccination