Position Description
Head of Public Relations

Location: National Office - Melbourne
Department: Corporate Affairs
Level: EO3
Employment Type: Maximum Term, Full time
Approved By: Debbie Rain
Date Approved: 17 July 2015

1. POSITION SUMMARY
This position is responsible for developing strategic plans and providing leadership that engages headspace’s primary stakeholders through a marketing and communications framework, which can be leveraged nationally and locally, to promote awareness, manage issues and increase engagement levels.

2. POSITION CONTEXT
This role is located within the Corporate Affairs team at the headspace national office which is located in the CBD. The Corporate Affairs team is responsible for strategic internal and external communications and marketing, fundraising, brand management, media liaison, community awareness campaigns and stakeholder engagement. The Head of Public Relations reports to the CEO of headspace and is a member of the Executive Team.

3. KEY RESPONSIBILITIES/OUTCOMES

Strategic development and planning
Work with key internal management to develop a strategy that will deliver a national communications and marketing program to promote the organisation, and manage issues with its key stakeholders. This strategy must:
- Identify key, consistent messaging for all plans for stakeholders, community, centres and national office staff.
- Public relations & media planning
Government issues management and engagement at national and local levels
Awareness campaigns with a national focus to be leveraged locally
An issues management framework and plan
Internal business partner engagement and external partnership plans
Resource allocation, including staff development and management plans
Plans for ongoing measurement of engagement levels of stakeholders

Across each of these areas the role is expected to provide ongoing counsel and advice, proactively manage issues and create an agenda to promote headspace and its services.

Public relations and media planning

Using the strategic plan, key messages and objectives as a platform, create a national media engagement plan that seeks to build:

- Awareness and success of the services that headspace can offer young Australians;
- The leadership of headspace in the mental health sector and used as a reference point for opinion and commentary; and,
- Relationships with key media influencers to enable strong management of any issues for the organisation or the sector.
- Establish a media plan framework that enables strong, ongoing media engagement at a local level to reinforce the services and access that the community has to centres. The framework will also include a monitor of emerging issues to enable headspace to prepare for any publicity and a role to protect the headspace brand throughout all communication vehicles.
- Train and coach key management in media relations and act as a spokesperson alternative to the Chief Executive Officer as required.
- Develop relationships with identified journalists in each State or Territory where headspace operates.

Leverage social media in the development of all PR planning including:

- Using the headspace social media channels;
- Identify key influencers on social media for each element of the strategy; and,
- Create a plan for engaging the key influencers throughout the strategy.

Internal communications and centre engagement

In partnership with the centres, review and assess internal communications that are used to communicate plans and strategies to centres leading to:

- A clear understanding of outcomes required by centre management
- Centres receiving all relevant operational information
- Implementing communications platforms that will meet the outcomes
- Use these internal communications tools to enable all national office functions to be used and/or implemented at a State, Territory or Centre level as required by the headspace strategy

Government engagement at national and local levels

- Identify key political supporters and key influencers to develop a plan for constant communications to keep them informed of headspace and its benefits for the community. This needs to be done at a Federal, State and local level.
- Ensure that political monitoring is maintained so any issues relating to headspace or the mental health sector can be managed in line with the strategic requirements of headspace.
- Review and implement communication tools for engaging with Government, including providing centre management and agencies with tools for achieving this at a local level.
National awareness programs, partnerships and a local focus

Use research to identify and target the needs of the community for headspace services. Given the broad reach of centres across the country it is essential to develop national awareness programs with the following characteristics:

- Align with users of headspace services
- Enable promotion of local services in the campaign
- Utilise national ambassadors that appeal to the target market
- Identify external commercial partners that will enable either more rapid deployment of key headspace strategies (eg support for online services) or enhance brand messaging and create a plan for development and management of these partnerships.

Leadership capability

- Conduct a review and assessment of the team to identify opportunities for coaching and, in line with organisational values, development in their personal plans.
- Specific development of a communications team to ensure they act as business partners that enable services to be delivered nationally and locally.
- Negotiate programs, agreements and partnerships that align with the strategic plans of the organisation.
- Represent headspace to the media, government, centres and other external stakeholders.
- Contribute to organisational strategy development and working with other key executive team members to execute the strategy.
- Implement mechanisms to monitor and measure the team's activities for review and assessment with business partners.
- Cost centre accountability and management to deliver plans on time and budget.
- Other duties consistent with the position where required and/or requested by the headspace Executive from time to time.

4. SELECTION CRITERIA

The following criteria must be met for consideration for this position:

4.1 Essential

- A tertiary qualification in communications, corporate affairs or a related discipline, or equivalent demonstrated experience in a related field.
- Highly developed strategic communications, stakeholder engagement and government relations skills.
- Experience in providing strategic advice at a senior level.
- Outstanding interpersonal and presentation skills to build relationships both internally and external to the organisation.
- Demonstrated understanding of community awareness campaigns and how to evaluate these.
- Ability to work collaboratively, to prioritise work requirements, work autonomously when appropriate, consult appropriately and respond to direction.
- High level of computer skills including Microsoft Office and / or Apple software.

4.2 Desirable

- Experience in a government, government agency or not-for-profit communication’s setting - knowledge and understanding of the politically sensitive environment of government and how to work within a complex organisation.
- Understanding of the mental health, or broader health sector.
5. POLICIES AND WORKPLACE PRACTICES

All headspace employees are required to acquaint themselves with the organisation’s policies and procedures and to abide by them at all times.

It is expected that at all times, employees will:

- be respectful towards the organisation, colleagues, clients and the general public
- be cognisant with and uphold the objectives and philosophy of headspace
- act collaboratively with all colleagues
- act in a safe and responsible manner at all times