



headspace

National Youth Mental Health Foundation

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headspace.org.au

Position Description

Marketing and Communications Manager

Location: National Office - Melbourne

Department: Strategic Communications

Level: HS6

Employment Type: Maximum Term, Full time

Approved By: Simone Williams

Date Approved: June 2016

Agreed By: _____

Date Agreed: _____

1. HEADSPACE PURPOSE

To build the resilience of young people and the future potential of Australia by delivering effective youth mental health services in partnership with young people, their families and their local communities.

2. HEADSPACE VALUES

It is a requirement of all **headspace** positions that work will be undertaken in line with the **headspace** values as follows:

- Innovative – We have the courage to explore new ideas and take new approaches
- Collaborative – We bring the right people together to get the best result
- Inclusive – We respect and value diversity and believe everyone counts
- Passionate – We are dedicated to making a difference in the lives of young people and their families
- Responsive – We listen to community needs and deliver on expectations to achieve great results

3. POSITION SUMMARY

The Marketing and Communications Manager is primarily responsible for developing, implementing and evaluating the **headspace** brand, marketing strategy and national campaigns. This position will contribute to the delivery of best-practice and innovative marketing and communication strategies, and will work to ensure that **headspace** promotional and positioning activities complement organisational objectives.

4. POSITION CONTEXT

The Marketing and Communications Manager will be an experienced and innovative professional, with considerable knowledge and experience in the development and delivery of marketing, communication and community awareness initiatives. This role forms part of the Strategic Communications Division at the **headspace** national office (hNO) and reports to the Divisional Head. The Strategic Communications Division is responsible for strategic internal and external communications and marketing, fundraising, brand management, media and social media engagement, community awareness campaigns and stakeholder engagement. The Manager Marketing and Communications has line management responsibility for the Marketing and Communications Advisor.

5. KEY RESPONSIBILITIES/OUTCOMES

- Oversee the development, implementation and evaluation of the **headspace** brand and marketing strategy
- In consultation with the **headspace** network, lead the development, execution and evaluation of a range of national **headspace** campaigns
- Develop and implement strategic communication and marketing strategies (both internal and external) for key **headspace** projects and initiatives
- Lead the development, management and evaluation of the **headspace** ambassador program
- Manage the application of the brand across the **headspace** network and with corporate partners
- Oversee the production and distribution of marketing and communications collateral for the **headspace** network including information for young people, family and friends, Aboriginal and Torres Strait Islanders, Culturally and Linguistically Diverse Communities, key stakeholders and partners
- Provide strategic advice and recommendations to the **headspace** Executive and Board on marketing and communications strategies
- Provide effective leadership to drive the performance and outputs of the team including day to day management of the Marketing and Communications Advisor and be accountable for budget, timelines and reporting
- Establish initiatives, policies and procedures that deliver ongoing improvements in service delivery
- Undertake out of hours work and travel where appropriate
- Other duties consistent with the position where required and/or requested by the Divisional Head and/or **headspace** Executive from time to time.

6. SELECTION CRITERIA

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

6.1 Essential

- A tertiary qualification in marketing, communications, media, or a related discipline, and/or equivalent demonstrated experience in a related field
- Demonstrated experience in leading social marketing campaigns (community awareness/behaviour) and/or experience with community engagement methodologies
- Highly developed strategic marketing, communications, and project management skills
- Proven track record in successful delivery and evaluation of campaigns
- Demonstrated experience in developing successful marketing and communication strategies
- Proven ability to lead and effectively manage the performance, output and development of direct reports
- Proven track record in building and managing relationships with a range of internal and external stakeholders including senior executives

- Highly developed written and verbal communication skills and well developed influencing and negotiating skills
- Ability to be self-motivated, responsive and flexible in an environment with time pressures and multiple priorities.

6.2 Desirable

- Experience in a government, government agency or not-for-profit marketing setting.
- Experience working in a politically sensitive environment or complex organisation.
- Understanding of the mental health, or broader health sector in Australia.

7. 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