



headspace

National Youth Mental Health Foundation

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Position Description

Communications Liaison Officer

Location: **headspace** National Office (Melbourne) and *beyondblue* (Hawthorn)

Department: **headspace** in Schools

Level: HS5

Employment Type: Maximum Term, Full time

Approved By: Kristen Douglas

Date Approved: January 2018

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
- Achieve – We are responsive to community needs and deliver on expectations
- Passionate – We are dedicated to making a difference in the lives of young people and their families

3. POSITION SUMMARY

The National Education Initiative (NEI) will support mentally healthy educational environments across Australia. The State/Territory Schools Manager will lead the delivery, performance and development of the NEI at the state/territory level. **headspace**, as the implementation partner, will work with *beyondblue* to deliver an interactive framework of evidenced-based information,

professional advice and support to primary and secondary schools. The NEI Service through continuous professional development of educators will promote optimal social and emotional health and wellness in schools. Drawing from the experience of headspace School Support Service, the NEI Service provides postvention support to schools following a suicide or attempted suicide, as well supporting the school community in implementing preventative strategies.

The Communications Liaison Officer is responsible for supporting the development, integration and implementation of the *beyondblue* National Education Initiative (*bbNEI*) Communications Strategy through online and digital content including Electronic Direct Mail (EDM), social media and other platforms.

4. POSITION CONTEXT

The Communications Liaison Officer, reporting to the National Operations Manager in the **headspace** in Schools division, will liaise regularly with the **headspace** Strategic Communications team and will be an active member of the *beyondblue* (*bb*), **headspace** and Early Childhood Australia team (located at *beyondblue* in Hawthorn) responsible for the development and implementation of the *bbNEI* Communications Strategy.

5. KEY RESPONSIBILITIES/OUTCOMES

Communications:

- Support the development and implementation of the *bbNEI* transitional brand and subsequent brand, experience and tone of voice strategies.
- Support the development, integration and implementation of the *bbNEI* Marketing, Digital and Communications Strategies.
- Lead communications on behalf of **headspace** in Schools (NEI) through online and digital content including EDM, social media and other platforms. Utilise various communications channels to reach users, internal and external stakeholders, program partners, government entities and professional associations and closely monitor effectiveness of these platforms.
- Maintain consistency with **headspace** Strategic Communications brand and style guidelines, policies and practices.
- Support the integration of implementation partners (*beyondblue* and Early Childhood Australia) marketing and communications activities within the *bbNEI* Marketing and Communications Strategy.
- Support the development of the *bbNEI* Communications Policy for external stakeholders, specifically schools and key education and mental health sector stakeholders, including protocols, processes and procedures for all communications and ensure that the *bbNEI* Communications Policy aligns with the standard **headspace** strategies, policies, procedures and processes.
- Support the development of content marketing to provide highly engaging information directly to educators and other specific audiences.
- Support the commissioning and management of creative and media agencies and suppliers to effectively deliver the *bbNEI* Marketing and Communications Strategy.
- Support the design and development of content to effectively translate complex mental health concepts for the targeted audience.
- Support the development, production and dissemination of content.
- Support the activities required as part of the official launch of *bbNEI*.

Project Management:

- Support the development and implementation of the *bbNEI* Marketing and Communications work plan to ensure delivery to agreed timelines and budget and to mitigate risk.
- Maintain central communications distribution lists and contact information as required.
- Ensure all project management activities are implemented in accordance with **headspace** processes and systems and are in line with company policy and program governance.

- Other duties consistent with the position where required and/or requested by the National Operations Manager.

Stakeholder management:

- Collaborate with the Marketing and Communications representatives of implementation partners (*beyondblue* and Early Childhood Australia) to support the development, integration and implementation of the *bbNEI* Marketing and Communications Strategy.
- Engage with the *bbNEI* Marketing and Communications Advisory Network involving representatives from government, education and mental health sectors who will provide direct input into the development and implementation of the *bbNEI* Marketing and Communications Strategy.
- Collaborate with the **headspace** Strategic Communications division to ensure alignment between the Marketing and Communications Strategy and **headspace** strategies, policies, procedures and processes.
- Collaborate with the *bbNEI* Content Development team to ensure alignment between the *bbNEI* Marketing and Communication Strategy and the *bbNEI* Content Development Plan.
- Collaborate with the *bbNEI* Digital team to ensure alignment between the Marketing and Communications Strategy and the online platform and associated digital solutions of the *bbNEI*.
- Collaborate with the *bbNEI* Evaluation team to ensure alignment between the *bbNEI* Marketing and Communications Strategy and the Evaluation framework of the *bbNEI*.

6. SELECTION CRITERIA

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

6.1 Essential

- Tertiary qualification or relevant experience in communications, marketing or related discipline.
- A minimum of 5 years' relevant experience in a similar role, preferably within the education, mental or public health and/or similar community based programs.
- Highly developed written and verbal communications skills – including the ability to understand the target audience and able to write with impact to quickly engage the readers
- Strong writing and editing skills – across print and online channels, with the ability to adapt writing style, tone and voice for difference audiences with exceptional attention-to-detail.
- Stakeholder management – knowledge of principles and processes for effectively managing internal and external stakeholders.
- Project management – knowledge and skills in planning, resource identification and deployment, task and activity monitoring, reporting and overall program delivery against defined objectives, methods and outcomes.
- Content marketing – experience in developing and managing content plans across multiple channels with high engagement levels. Experience with using analytics and A/B testing to shape content and drive traffic.
- Experience managing social media channels for major brands or organisations.

6.2 Desirable

- Experience working on education and/or mental health promotion campaigns.
- Design skills using the Adobe suite.

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.