

Position Description

Stakeholder Engagement Specialist

Location:	National Office - Melbourne
Department:	Strategic Communications and Marketing
Level:	HS5
Employment Type:	12-month contract, Full time
Approved By:	Simone Williams, Executive Director, Strategic Communications and Marketing
Date Approved:	_____
Agreed By:	_____
Date Agreed:	_____

1. HEADSPACE VISION

All young Australians are supported to be mentally healthy and engaged in their communities.

2. HEADSPACE MISSION

headspace collaborates to design and deliver innovative ways of working with young people to strengthen their mental health and wellbeing.

3. HEADSPACE VALUES

At headspace, we are inspired by and believe in the power of youth. We work together to deliver authentic, progressive and inclusive services to build a brighter future with young people. We know where we're going, we're guided by our values, and we're committed to getting there together. Our people play an important part in shaping our culture and therefore, all headspace employees are expected to undertake their work in accordance with the headspace values as follows:

- **Inclusion** - We have a welcoming, safe and inclusive work environment - we believe that there is strength in difference
- **Collaboration** - We share information and work collaboratively, internally and externally, to deliver great outcomes with young people
- **Agility** - We are agile and innovative in our approach, so that we continue to meet the changing needs of young people
- **Excellence** - We have dedicated people who are empowered to deliver on our promises so that we can provide professional, high quality services



4. HEADSPACE VISION FOR RECONCILIATION

The headspace vision for reconciliation is an equitable Australia where the 60,000 year old cultures and continuing connection to Country of Aboriginal and Torres Strait Islander peoples are respected and celebrated. This future Australia is united by the understanding of our shared past, upholds the rights of Aboriginal and Torres Strait Islander peoples, and embraces self-determination and diversity. The headspace Reconciliation Action Plan formalises our commitment to reconciliation and to strengthening the social and emotional wellbeing of Aboriginal and Torres Strait Islander young people and communities.

5. POSITION SUMMARY

The Stakeholder Engagement Specialist plays a key role in driving the dual functions of stakeholder engagement and advocacy at headspace. This includes playing a leading role in the embedding of best practice stakeholder engagement across the organisation, and taking a business partner approach to drive continuous improvement. The role will also be instrumental in the delivery of the organisation's advocacy strategy and development of relationships with government and external stakeholders.

6. POSITION CONTEXT

The Stakeholder Engagement Specialist will be an experienced, innovative and proactive professional, with considerable knowledge and experience in stakeholder engagement, advocacy, and communications to a range of audiences including external stakeholders and government. This key national role is required to consult with and work across headspace National and the centre network.

This role forms part of the Strategic Communications and Marketing Division at headspace National and will report to the Advocacy and Stakeholder Relations Manager. The Strategic Communications and Marketing Division is responsible for strategic brand, marketing, communications, media, digital, community awareness, fundraising, corporate partnership, stakeholder engagement and advocacy.

7. KEY RESPONSIBILITIES/OUTCOMES

- Execute the implementation and evaluation of headspace's stakeholder engagement strategy, and play a leading role in embedding best practice stakeholder engagement.
- Under direction, drive the development, implementation and evaluation of headspace's advocacy strategy.
- Establish monitoring and distribution processes for relevant government announcements, initiatives and opportunities for headspace.
- Project-manage headspace's response to government and key national and state opportunities.
- Develop high-quality tailored communications relevant for external stakeholders and government in a timely manner.
- Project-manage internal stakeholder engagement coordination, including the cross-divisional working group.
- Proactively generate and maintain productive relationships with key internal stakeholders.
- Undertake out of hours work and travel where appropriate.
- Other duties consistent with the position where required and/or requested by the Executive Director from time to time.



8. SELECTION CRITERIA

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

8.1 Essential

- Minimum 3 years experience in stakeholder or community engagement, government relations or advocacy.
- Proven track record in building and managing relationships with a range of stakeholders.
- Demonstrated experience in managing and understanding complex stakeholder environments and driving strategies for stakeholder engagement.
- Demonstrated experience in high-quality writing in a timely manner for a broad range of professional audiences including government and external stakeholders.
- Highly developed verbal and written communication skills.
- Capacity to take initiative, and prioritise and manage multiple and competing work tasks to a deadline.
- Ability to work with limited direction and proactively seek out information.
- Advanced computer skills including word processing, spreadsheets and database applications.
- Self-motivated with confidence to engage and influence senior stakeholders.
- Seeks to bring a positive contribution to team and organisational culture.
- Ability to thrive in a fast paced environment.
- Ability to think creatively and be solutions focused.
- Ability to work collaboratively and consult appropriately, but also to take initiative and work autonomously when required.

8.2 Desirable

- Experience in the government or not-for-profit or public health sectors.
- Experience working with the IAP2 stakeholder engagement model, or equivalent.
- Previous experience and ability using CRM systems and online platforms to manage stakeholder engagement and collaboration.
- Understanding of the mental health, or broader health sector in Australia.

9. 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

