

# Position description



<b>Position</b>	Communications Senior Adviser
<b>Reports to</b>	Communications Manager
<b>Work level</b>	4
<b>Group</b>	Engagement
<b>Team</b>	Strategic Engagement
<b>Location</b>	Onsite at the Hub in Melbourne CBD or Hybrid
<b>Direct reports</b>	N/A

## 01. Purpose of the position and link to Strategy 2023+ *Earlier, Easier, Together*

The Communications Senior Adviser ensures the community is engaged in Beyond Blue's work through strategic external communications and media.

The position works to deliver all five Beyond 2023+ Strategy goals: Understanding, Supporting, Connecting, Leading and Integrity through strong communications strategies that help us improve mental health and make it easier for people to feel better earlier, get well and stay well.

## 02. Key Accountabilities of Position

- Support development of communications component of organisation-wide Engagement Strategy to deliver the Beyond Blue 2023+ Strategy.
- Deliver annual media plan and communications plan with calendar of events that incorporates all externally facing communications by Beyond Blue.
- Provide program level communications plans and advice for priority Beyond Blue projects, Days of Significance and key program areas (eg Fundraising, Partnerships, Engaged Communities, Stakeholder Relations etc).
- Work closely with senior leaders at Beyond Blue to build and maintain strong and trusting working relationships with media to ensure Beyond Blue's messaging is shared widely and fairly.
- Work alongside Speakers team to support the preparation of Beyond Blue speakers for media interviews.
- Develop stories and ideas to promote Beyond Blue's work through the media and other relevant channels.

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- Oversee writing, editing and proofreading of key external communications products (eg annual highlights report) ensuring consistency, quality and alignment with Beyond Blue's messaging, including consistent and accurate deployment of data and intelligence that supports delivery of the organisational strategy.
- Provide communications advice and support to the Strategic Engagement Unit including information for Board reports, presentations, briefs, correspondence, teleconferences and face to face meetings, and providing relevant information to internal and external stakeholders.

## 03. Key outcomes, or desired impact of role, linked to Strategy

- Compelling external communications strategies and advice that supports delivery of Beyond Blue 2023+ Strategy, including overarching project and program area promotion.
- Strong and productive relationships with media that contribute to good mental health outcomes in the community.
- An efficient and effective Strategic Engagement Unit which provides appropriate advice and support across Beyond Blue.

## 04. Core Capabilities

Capabilities in our [capability framework](#) critical for role success include:

- Communicating – expresses information clearly and with purpose
- Community Centricity – actively listens to, understands and response to community and stakeholder experience and needs
- Innovating mindset – generates new ideas and embraces progress to create more value for Beyond Blue communities
- Critical thinking – uses logic and reasoning to identify the strengths and weaknesses of alternative solutions or approaches to problems

## 05. Specific Job Competencies

### Education/qualifications

- Tertiary qualifications in journalism, communications, media or similar.

### Experience

- 5+ years' experience in a similar role

### Key essential skills

- Communications – extensive experience and/or understanding in all areas of media and communications

- Strategic mindset – proven ability to deliver communications plans and strategies that support organisational strategies
- Stakeholder/Relationship Management – Experience in managing complex internal and external stakeholder relationships, with a proven track record of influence outcomes to achieve mutually beneficial objectives.
- Presentation skills – Excellent written and verbal communication skills with experience in distilling complex concepts in clear terms.

## 06. Values leadership and our culture at Beyond Blue

**Beyond Blue Values** We all play a part and take responsibility for our impact on Beyond Blue’s culture, in line with our Values.

**Cultural competency** Beyond Blue strives to be a culturally safe and inclusive workplace. All employees are expected to undergo regular cultural competency training as part of their professional development plans.