

Position Description



Position title	Communications Adviser – Be You
Team/Group	Strategy, Policy & Reform
Work level	3
Position reporting to	Strategic Communications Lead
Employment Type	Fixed Term until June 2023

Vision, mission and values

Beyond Blue's vision is that all people in Australia achieve their best possible mental health. Our mission is to promote good mental health. We create change to protect everyone's mental health and improve the lives of individuals, families and communities affected by anxiety, depression and suicide.

Beyond Blue's values are **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity.**

Beyond Blue delivers the national mental health in education initiative, Be You. Be You aims to empower every learning community in Australia to be their most mentally healthy, positive, and inclusive – in ways that work for them, at a time that works for them, and all free of charge. Be You equips educators to support the mental health and wellbeing of children and young people from birth to 18 years. The initiative provides an end-to-end approach for early learning services, school age care services, primary schools, and secondary schools across Australia and is delivered by Beyond Blue in collaboration with Early Childhood Australia and headspace.

Position purpose

The Communications Adviser, Be You is responsible for:

- ensuring clear, consistent, timely communications to all internal and external stakeholders, through the development and execution of targeted communications plans, including key messages and stakeholder relations activities
- development of communications collateral to support engagement with key Be You stakeholders, including delivery partners, funders and key stakeholders in relevant sectors
- development of an annual communications plan targeted to both external and internal audiences

The role reports into the Beyond Blue Strategic Communications team whilst working across Be You Marketing and Education Policy and Strategic Relations teams. This role will include supporting the Be You Bushfire Response Program and Education Engagement communications.

Role dimensions	Direct Reports	0
	Overall team	3

**Key
accountabilities****Communications**

- Work closely with the Education Policy and Strategic Relations Lead, Bushfire Response Program Taskforce and Program Lead and Marketing Lead to ensure communications are part of an integrated approach to engage with Be You's core educator audience and external stakeholders.
- Coordinate alignment of communication needs and activities across the Education and Be You teams including Bushfire Response Program, Education Policy and Strategic Relations, Content, Digital, Marketing, Service delivery, Education Engagement and Performance and Evaluation teams.
- Monitor and review the effectiveness of communications activities.
- Develop and maintain accurate and relevant key messages for Be You, nuanced for the target audience (educators), for use by internal stakeholders, including the maintenance of Be You briefs, FAQs and other external communications.
- Work closely with the Marketing Lead, Education Policy and Strategic Relations Lead and Be You's delivery partners to support the development key messages/speaking notes for Be You events, conferences and presentations.
- Work closely with Be You team to develop communications for governance and advisory groups to communicate key elements of the project development and roll out. Support/develop educator focused EDMs, webinars and general communications.
- Maintain consistency with Beyond Blue's brand, style and language guidelines, policies and practices through a Be You lens.

Project Management

- Support the development and implementation of a Be You Communications plans to ensure delivery to agreed timelines and budget and to mitigate risk.
- Review and maintain stakeholder information as part of the Be You BRP Communications and Stakeholder Engagement Plan and the Be You Stakeholder framework.
- Maintain central communications distribution lists and contact information, via the CRM as required.
- Provide high quality written documents including briefing notes, preparation of contracts and agreements, and project management documentation; and provide input into the development of key reports, including Board reports, Beyond Blue external reporting and ad hoc reports as required.
- Update project management platforms as appropriate.
- Other duties in line with the Education and Be You teams may be assigned from time to time.

Stakeholder management:

- Build strong relationships with key BRP stakeholders to create successful two-ways channels of communications.
- Represent Be You and support delivery partners at major conferences and other events as required.
- Participate as a member of relevant Be You Taskforces and Working Groups as required.

	<ul style="list-style-type: none"> Engage as required with representatives from our delivery partners, headspace and Early Childhood Australia, Education, mental health and disaster recovery & resilience sectors.
Key behaviours	<ul style="list-style-type: none"> We are community centric and focus on solving problems, listening and adjusting plans to deliver better outcomes for the community We create a sense of fun and light-heartedness, and channel our energy and enthusiasm into meaningful work We create clarity and ensure our actions align to our strategy, so we can prioritise our finite resources We collaborate to provide solutions and options for feedback We actively listen, and communicate openly and transparently We build relationships internally and partner with the whole organisation on shared goals, problems, and solutions We build relationships externally and partner with key external stakeholders for the benefit of the community We adapt, flex and take an agile approach to plans to meet community need
Qualifications and key selection criteria	<p>Essential</p> <ul style="list-style-type: none"> A minimum of five years' general communications experience, preferably within the government, mental health or public health sectors Willingness to commit and work in line with Beyond Blue values Strong writing and editing skills across print and online channels, with the ability to adapt writing style, tone and voice for different audiences with exceptional attention to detail Highly effective planning, organisational and personal time management skills Strong experience in developing, working with and consistently applying brand and style guidelines Ability to build and maintain strong relationships with internal and external stakeholders Communication Strategy – ability to develop and implement targeted communication plans. Solid visual design skills – across PowerPoint (essential) and the Adobe Suite (desirable), with the ability to develop professional, visual presentations that effectively communicate complex concepts. Strong stakeholder management skills – strong understanding of the complexities of stakeholder engagement across the education and the mental health sector. 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.
Additional information	<p>Health, safety and wellbeing</p> <p>Beyond Blue is committed to ensuring the physical and psychological health and safety of all employees, contractors and other people involved in our business activities. Our people are expected to comply with our Health, Safety and Wellbeing policy</p> <p>Pre-existing injury</p> <p>The person appointed to this position will be required to disclose any pre-existing injuries or disease that might be affected by employment in this position. This will assist the organisation in providing a safe work environment for staff.</p>

Equal opportunity

Beyond Blue is an equal opportunity employer. All staff have a responsibility to be familiar with and adhere to the organisation's policies and procedures.

Cultural competency

Beyond Blue strives to maintain a culturally competent and inclusive workplace. All staff are expected to undergo regular cultural competence training as part of their professional development plans.

Employment is subject to:

- A current Police Record Check
 - Proof of the right to work in Australia
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