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| **Position title** | | | | | **Be You Marketing Content Producer** | | |
| **Team/Group** | | | | | Be You Marketing Team, Education & Be You Group | | |
| **Work level** | | | | | 3 | | |
| **Position reporting to** | | | | | Marketing Lead, Be You | | |
| **Employment Type** | | | | | Full-time, fixed-term contract to 30 June 2023. | | |
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| **Vision, mission and values** |  | | Beyond Blue’s vision is that all people in Australia achieve their best possible mental health. Our mission is to work with the community to improve mental health and prevent suicide. We aim to achieve this by:   1. Promoting mental health and wellbeing 2. Being a trusted source of information, advice, and support 3. Working together to prevent suicide   Beyond Blue’s values are **Collaboration, Respect, Enthusiasm, Excellence, Innovation, and Integrity.** | | | | |
| **Position purpose** |  | | 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.  The Be You Marketing Team works closely with the Be You delivery partners to help educators become aware of, understand, trust, engage with and champion the Be You initiative.  The Be You Marketing Content Producer is responsible for producing tailored, audience-focused content across all areas of Be You’s print and online environments, including videos, photography, infographics, web pages, animations, and illustrations. The Producer will work in close collaboration with the Education and Be You Units and delivery partners to deliver content that engages our audiences and achieves Be You’s objectives. | | | | |
| **Role dimensions** | |  | | **Direct Reports** | | | *None* |
| **Overall team** | | | Be You Marketing Lead; Be You Marketing Manager; Be You Marketing Advisor, Be You Social Media Advisor; Be You Marketing Content Producer; Be You Marketing Content Editor. |
| **Financial Delegation** | | | *As per the Delegations of Authorities Policy* |
| **Key accountabilities** | |  | | **Production management**   * Manage the production of a range of content formats across all areas of Be You’s print and online environments, including videos, photography, infographics, web content, animations, and illustrations. * Coordinate production scheduling, including timelines, budgets, supplier management, talent management, location scouting, call sheet creation and editing * Manage the creation of visual materials including mock-ups, concepts, storyboards, wireframes, prototypes, and designs * Collaborate with the Marketing Manager and Marketing Lead to ensure activity aligns with project and organisational objectives * Assist with updating and maintaining content across Be You websites and apps. * Maintain the Digital Asset Management System (Brand Hub) and communicate updates and improvements with key stakeholders regularly. * Produce and maintain the Be You Brand and Style Guide, ensuring the guide is up to date and all relevant stakeholders have access, acting as a brand guardian and proofing Be You content for visual brand consistency. * Regularly participate in Beyond Blue’s Marketing Community of Practice to stay abreast of emerging trends, and proactively maintain linkages to the Centre of Excellence group and Brand and Marketing unit.   **Project management**   * Lead the management of various projects, as directed by the Be You Marketing Lead, using appropriate project management tools and processes to coordinate production, regularly reporting on progress, recognising barriers, and finding effective solutions. * Take a lead production role in cross-functional project teams to effectively deliver content for Be You projects, within agreed timeframes, budgets and resourcing. * Manage constructive and productive relationships with external suppliers such as creative, graphic design, print, digital and direct marketing agencies to ensure delivery of activities within agreed time and budget parameters.   **Relationship management**   * Build strong and effective relationships across the Education and Be You Units and act as a key point of contact for Be You marketing content production support and advice. * Work closely with external delivery partners, building strong, constructive relationships and co-deliver content that is consistent, accurate and results focused. * Ensure internal and external stakeholders are informed of new or updated resources and content. * Proactively look inside and outside the organisation to identify new content opportunities and to drive, monitor and analyse behaviour change. * Work closely with the Be You Clinical and Diversity and Inclusion Advisers to ensure all content is safe, accurate and clinically sound.   **Community focus**   * Seek opportunities for input, consultation and codesign with our communities where appropriate to inform our work. * Work closely with the relevant stakeholders to fully understand Be You’s audience and segmentation, and ensure content is community-centric and tailored according to relevant segments, journeys, and community insights. * In collaboration with other teams and units, use human-centred design principles in the design of all content materials, activities, and initiatives.   **Teamwork and leadership**   * Collaborate with other teams and units within the Centre of Excellence and Education and Be You Units to leverage the skills and experience available to successfully produce content that meets organisational objectives.   **Innovation and creativity**   * In collaboration with the Business Intelligence unit, actively monitor and evaluate content activity using data, analytics, and research, proactively generating recommendations, improvements, and optimisation. * Regularly identify and share trending and relevant content pieces with the Be You Marketing unit to strengthen Be You’s content offering. | | | |
| **Key behaviours** | |  | | * 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** | |  | | **Qualifications and technical skills**   * Tertiary qualification in media, production, communications, or other relevant discipline * Experience in a similar production role, ideally in a community-focused organisation * Technical skills in Adobe Suite (InDesign, Photoshop, Premiere Pro, and Illustrator)   **Production management**   * Highly developed production skills, including experience producing valuable, relevant, consistent content for a clearly defined audience, across a range of print and online environments * Experience developing and delivering tailored content strategies and materials for a range of purposes and audiences   **Project management**   * Demonstrated experience contributing to multiple projects, including the ability to utilise systems to track progress and see interdependencies * Highly developed time management, prioritisation and organisational skills, with the ability to work flexibly and meet tight deadlines   **Relationship management**   * Experience providing content and production advice and support to stakeholders and partners, including understanding their needs, keeping them informed and responding to issues * Ability to effectively manage external suppliers, including providing effective briefs, guidance and feedback * Ability to constructively investigate issues and recommend options for resolution   **Teamwork and leadership**   * Experience working as a marketing representative on cross-functional project teams to deliver organisation-wide outcomes * Ability to actively seek and positively receive input from others and make changes based on feedback   **Innovation and creativity**   * Proven experience developing content that is innovative and creative yet rooted in evidence and a deep understanding of the audience * Ability to question current practice and identify improvement opportunities   **Community focus**   * Understanding of the key principles of human-centred design in developing content materials, and experience tailoring content to the needs of the audience * Working knowledge of UX principles and their application to content production. | | | |
| **Core capabilities** | |  | | *Community voice​* | | Capture community insights, ensure community insights inform our work | |
|  | |  | | *Community awareness & system change​* | | Shift to a community centric way of operating, with the community and the need for system change informing how we work​ | |
|  | |  | | *Digital Capability Big Blue Door delivery​* | | Increase our impact and reach across the community, and better understand and respond to community need and deliver personalised support informed by community insights and data. ​ | |
|  | |  | | *Agile Leadership​* | | Respond in a shorter period of time and to enable more flexible and adaptable utilisation of resources across the organisation. It also enables us to embed our Ways of Working culture. ​ | |
|  | |  | | *Sustainable & diverse funding sources and supporting social impact​* | | Develop a sustainable and diverse funding base, that strengthens our culture of philanthropy. We will invest and spend wisely, and plan for the longer term.​ | |
|  | |  | | *Best governance and demonstrating impact​* | | Balances stability and strong oversight, with dynamic decision-making processes that support responsive ways of working. We will measure our success – and our learnings – and share our insights with donors, philanthropists, and government supporters.​ | |
|  | |  | | *Partner strategically for maximum impact​* | | Work with the community, education, business, philanthropy and across government. Our engagement with partners will be purposeful, inclusive, transparent, and respectful.​  ​ | |