

# Position description



Position title	Be You Online Events Manager			
Position reports to	Be You Senior Marketing Manager			
Work level	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
Group and team	Community Group/Be You			
Location	Onsite at the Hub in Melbourne CBD or Hybrid			
Employment type	Fixed Term			
Direct reports	0			

## Why choose Beyond Blue

Beyond Blue has been providing supports and services to people in Australia for over 20 years.

We are Australia's most well-known and visited mental health organisation, focused on supporting people affected by anxiety, depression and suicide. We are inspired by our vision that 'all people in Australia achieve their best possible mental health' and are driven by our mission to work with the community to improve mental health and prevent suicide.

We aim to achieve this through three strategic priorities:

1. Promoting mental health and wellbeing
2. Being a trusted source of information, advice and support
3. Working together to prevent suicide

At Beyond Blue the community is at the heart of everything we do.

By joining our team you'll be involved in meaningful work, collaborating with a cross-section of colleagues, partners, and community right across Australia. We offer our team opportunities to support and learn from one another, build capabilities, celebrate successes along the way, and generous not-for-profit salary packaging options.

Your mental and physical health are important to us – we offer a range of wellbeing initiatives, including an Employee Assistance Program, a comprehensive Flexible working policy, ensuring you have safe and effective ergonomic support no matter where you work, as well as employee-led groups and initiatives.

We strive to live our organisational values of **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity** to help create a happy, safe and productive work environment.

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## About the role

<b>Role description</b>	<p>Beyond Blue delivers the national mental health in education initiative Be You, which supports the creation of mentally healthy learning communities.</p> <p>The Be You Online Events Manager is a role within the Be You Brand, Marketing and Content Team, the team responsible for leading the brand, marketing, content and user experience activities of Be You. This includes strategizing, planning, implementing, and evaluating all activities, with the goal of optimising user experience.</p> <p>Reporting to the Be You Senior Marketing Manager, the Be You Online Events Manager is responsible for delivery of Beyond Blue led Be You online sessions and events (including the flagship virtual conference), supporting continuous improvement of other Be You sessions and events, and supporting the Brand Communications and Marketing teams with integrated project management.</p>
<b>Key accountabilities</b>	<p><b>Area of accountability</b></p> <p><b>Events Activities</b></p> <ul style="list-style-type: none"><li>• Lead the planning, management and delivery of the Be You flagship annual event, the Be You Virtual Conference in collaboration with delivery partners Early Childhood Australia (ECA) and headspace.</li><li>• Manage and continuously improve processes relating to Be You sessions and events, including content development and event merchandise, to support all internal and external stakeholders in delivering high quality services</li><li>• Optimise opportunities for accreditation of Be You events, including micro-credentialling and manage accreditation status for Be You events with NESA and TQI.</li><li>• Champion the implementation and moderation of brand, marketing and content devolvment activities internally and with delivery partners. Support the Brand, Marketing and Content Lead in evolving processes and maintaining quality assurance and accessibility standards.</li><li>• In collaboration with delivery partners and through relevant Be You teams, drive events innovation and technology, such as the implementation and ongoing continuous improvement of the digital technology solution, animations and videos.</li><li>• Demonstrate deep understanding of Be You's audience groups, and champion inclusive design principles that consider the needs of Be You's five supported key population groups (LGBTQIA+ Communities, Aboriginal and Torres Strait Islander Peoples, Rural and Remote Learning Communities, Culturally and Linguistically Diverse Groups, and People Experiencing Disability) in all brand, communications, marketing and content outputs to ensure Be You achieves best possible audience impact</li></ul>

- Drive reporting and analysis of events data, constantly testing new ways to increase engagement, attendance and effectiveness of events activities.
- Collaborate with Be You Content Team to ensure all technology and audience requirements are met to enable best practice user experience for Be You Sessions and Events.
- Play a Business Owner (BO) role for Session and Event related digital led projects.
- Collaborate with Brand, Marketing and Content Teams to seek opportunities to leverage presentations, recordings, panel discussions, transcripts, and audience feedback from sessions and events as potential collateral for use in resource development and/or brand and marketing channel activity.
- Enact session and event content changes on the Be You website utilising the CMS platform.

#### **Workforce Development Activities**

- Deliver BAU workforce development framework activities, such as Link and Learn sessions, new starter inductions, Be You Banter in accordance with Be You brand guidelines and supported by the Brand Marketing and Content Administration Coordinator
- Lead the planning, management and delivery of Be You workforce development events, which bring the workforce together online.

#### **Stakeholder Management**

- Build strong relationships and actively participate in all meetings with all internal and external stakeholders.

#### **Project Management**

- Ensure all event activities have clear project plans and that project and stakeholder interdependencies are considered. This includes clinical and editorial review of content as required. Ensure delivery is to agreed timeframes and budget as appropriate. Report on progress as requested by the Senior Marketing Manager.
- Provide administrative, operational, logistical and coordination support for other projects being delivered across the broader Be You team as required.
- Project manage the development of the Annual Be You Session and Events strategic approach and planning and enact the implementation of responsible areas.
- Undertake other relevant duties as required as directed by the Be You Senior Marketing Manager and Marketing and Content Lead or Senior Managers.

#### **Key stakeholders**

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##### **Internal**

- All Be You teams

##### **External**

- Delivery partners - Early Childhood Australia and headspace

- Be You Workforce
- Suppliers

## What we are looking for

### Capability

Of the eight capabilities listed in our capability framework, the following behaviours are critical for role success (must already be demonstrating at the expected competence to step into the role)

#### Communication

- Uses vocabulary that is appropriate to the audience, is culturally inclusive and aligns language to Beyond Blue values
- Begins with the end in mind; analyses the audience and selects content that is fit for purpose
- Communicates clearly and concisely, explaining facts, concepts, practices and policies to others within the scope of their role. Demonstrates enthusiasm for content
- Engages in active listening and has an awareness of own and others communication styles and adapts accordingly
- Is accessible, responsive and builds rapport, actively reaching out to engage or work with others and is conscious of nonverbal communication style

#### Community centricity

- Values community engagement and demonstrates sound knowledge of community centric principles
- Demonstrates active listening without judgment and observation of non-verbal cues to establish rapport
- Has foundation knowledge of mental health and suicide prevention topics including the risks and protective factors, and the importance of self-care
- Uses inclusive language and practices when working with or talking about different communities
- Demonstrates empathy and understanding of mental health and & suicide prevention, respects lived and living experience of mental health and uses it to inform work

#### Innovative mindset

- Shows openness and enthusiasm to learn and curiosity to try something new; is not afraid to fail or make mistakes
- Asks relevant and thoughtful questions as part of day-to-day work
- Generates and shares suggestions for improvement on routine work activities
- Reflects regularly to draw out learning for continuous improvement and improve own output and at a team level
- Reflects on how new ideas or emerging trends could be embedded into work

#### Digital discovery

- Is committed to competently learning and confidently using technology and digital platforms in daily work to increase efficiency and effectiveness
- Uses online collaboration tools to connect, communicate and collaborate with others, and visually manage work with teams and squads
- Protects user and community data safely in adherence to Beyond Blue data governance, IT security and privacy policies
- Sources research in a relevant and productive way, and evaluates reliability of online information and data sources to inform work
- Uses technology creatively and critically to meet community expectations and business needs

#### **Partnering**

- Actively engages to build rapport with stakeholders
- Works proactively and collaboratively within own team, and with other teams to achieve shared goals
- Anticipates and ensures accountable, respectful and responsive partnership management
- Understands the current operating environment and external market and how this impacts on own area of work
- Has functional level of financial acumen and shows awareness of the commercial context within own team/business area

#### **Agility**

- Remains open and enthusiastic positive to change, sees the learning opportunities
- Provides early and frequent value while accepting ambiguity and adapting to changing priorities
- Explores alternative approaches, methods, or ideas to test ways of working.
- Values and promotes fit-for-purpose progress over perfectionism with the capacity to spring back, learn and rebuild after setbacks
- Organises work into logical sequences and delivers the work, often in sprint cadence, using a backlog of work. Engages SMEs where necessary based on objectives

#### **Critical thinking**

- Leverages data, details and context when problem solving and can synthesise, report on, and use information and research to support thinking
- Understands Beyond Blue strategy and how individual work connects to organisational success and takes responsibility for delivering on results
- Considers the implications, risks and impacts of own approaches and decisions
- Seeks subject matter experts and others' opinions or evidence to help inform decisions, solutions or practices
- Documents process as a diagnostic for visibility and clarity

	<p><b>Leading</b></p> <ul style="list-style-type: none"> <li>• Understands performance expectation, shows accountability, demonstrates initiative and is receptive to giving and receiving feedback</li> <li>• Lives the values on a daily basis; demonstrates optimism</li> <li>• Understands individual strengths and seeks opportunities to continuously grow and improve</li> <li>• Contributes to a culture where others feel they are respected, included and valued; is inclusive of others, engages in cultural awareness activities and promotes inclusive language</li> <li>• Respectfully addresses colleagues exhibiting undesirable behaviours, and complies with Beyond Blue's policies and procedures</li> </ul>
<b>Selection criteria</b>	<p><b>Education/qualifications</b></p> <ul style="list-style-type: none"> <li>• Relevant tertiary qualifications</li> </ul> <p><b>Knowledge/skills/experience</b></p> <p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Proven self-management skills and ability to support culture and actively participate in a high performing team.</li> </ul> <p>Demonstrated experience in delivery of online events, supporting continuous improvement of events, and delivery of workforce development activities.</p> <p>Strong communication skills (written and verbal) with the ability to understand and adapt to different audiences, build productive relationships and support organisational change.</p> <p>Ability to oversee multiple projects concurrently, effectively manage interdependencies and ensure quality outcomes, on time and on budget</p> <p>Demonstrated experience in overseeing contracts and procurement processes and effectively managing suppliers and subcontractors</p> <p>Ability to be flexible and look beyond existing structures, ways of working, boundaries and organisations, to produce more effective and innovative service delivery and partnerships</p> <p>Demonstrated experience working on multiple concurrent projects, including the working within defined objectives and priorities, planning and managing workload, and utilising systems to track progress</p> <p>Excellent time management, prioritisation, and organisational skills, with the ability to work flexibly and meet tight deadlines</p> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience working on mental health promotion initiatives</li> <li>• Experience in the Education sector</li> </ul>

## Additional information

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## Fairness and equality

### Health, safety and wellbeing

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.

### Equal opportunity

Beyond Blue is an equal opportunity employer. All employees 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 employees are expected to undergo regular cultural competency 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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