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| **Position title** | | | **Be You Content Development Manager** | |
| **Team/Group** | | | Education & Families | |
| **Work level** | | | 3 | |
| **Position reporting to** | | | Be You Content Lead | |
| **Employment Type** | | | 1.0 FTE (fixed term until 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 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 Blues values are **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity.** | | |
| **Position purpose** |  | Beyond Blue delivers the national mental health in education initiative Be You, which supports the creation of mentally healthy learning communities.  The Be You Content Editor is a role within the Be You Content Team. This team drives the development and continuous improvement of all Be You content and resources – made available to schools and early learning services via the Be You website, professional development modules and online events (for example, webinars) and via Be You’s delivery partners, Early Childhood Australia (ECA) and headspace.  The role reports to the Be You Content Lead and is responsible for the editorial development and quality assurance of content assets, with a focus on ensuring content is developed, written and edited in alignment with the Be You Content Strategy. The role is responsible for the content asset development component of Be You projects delivered by Project Managers.  This role will also work closely with the broader Be You team, in particularly the Be You Digital Product team and the Be You Marketing and Comms teams as well as the Marketing and Brand team within the Centre or Excellence in Beyond Blue. | | |
| **Role dimensions** |  | **Direct Reports** | | 0 |
| **Overall team** | | Be You Content Lead, Be You Senior Project Manager, 3 x Be You Project Managers, Be You Diversity and Inclusion Adviser, 3 x Be You Content Managers, Be You Project Coordinator. |
| **Financial Delegation:** | | As per the Delegations of Authority Policy |
| **Key accountabilities** |  | **Content design and development**  Manage the development of content assets and report on progress as requested by the Be You Content Lead.  Use analytics, research insights and feedback to identify opportunities for innovation and improvement across Be You content formats.  Collaborates with project teams and Project Manager to determine content asset outputs, scope and format.  Oversee maintenance of the Be You website Information Architecture. Map user journeys, prioritise content on pages and optimise existing written copy and microcopy on the Be You website, to enhance user experience.  Develop content assets that are accessible and aligned with the editorial principles in the Be You Content Strategy for a range of formats (for example, html, pdfs, videos).  Write, edit, proofread and review new and existing Be You content, with a focus on maintaining a consistent voice, tone and brand across all resources.  Upload content to website via content management system.  Participate in process improvement activities to support the ongoing review, maintenance and updates of Be You content  **Content quality assurance**  Ensure content meets plain language and accessibility standards.  Collaborate with the Project Manager to ensure content review workflows for clinical safety, diversity and inclusion, and sector-specific accuracy.  Provide timely, accurate and targeted briefs to external writers or subject matter experts for the development of content assets.  Adhere to brand, style and language guidelines, and contribute to the development of content guides.  **Project Management**  Provide high quality written documents as requested.  Collaborate with the Project Manager to develop timelines and schedules for the development of content assets.  Write or provide content information, such as briefs, time or budget estimates, for the development of written content assets.  Collaborate with the Project Manager to provide product information, such as key messages or unique selling points, for the Marketing Team, the wider Be You workforce or key stakeholders.  Ensure any participation in project management activities is undertaken in accordance with Beyond Blue processes.  **Stakeholder management (internal and external)**  Work collaboratively with other teams across Be You and Beyond Blue as necessary to deliver content work  Build strong relationships and actively participate in all meetings with stakeholders, including Taskforces as necessary, ensuring clear communication regarding expectations associated with projects and associated activities.  Consult on request with subject matter experts and key stakeholders to ensure Be You reflects community and stakeholder needs whilst complying with relevant clinical, educational, evaluative and compliance professional standards.  Ensure internal and external stakeholder interdependencies are considered and Be You governance processes are adhered to within role scope.  Other duties in line with the Be You and Education team’s priorities may be assigned from time to time. | | |
| **Key behaviours** |  | Build and maintain effective relationships with internal and external stakeholders to ensure clear communication and workflows.  Communicate openly and transparently, following risk management escalation processes as necessary.  Work collaboratively with all team members and other teams within Beyond Blue to achieve overall objectives. | | |
| **Qualifications and key selection criteria** |  | **Essential**  Proven relevant experience in a similar role, preferably within education, mental or public health and/or similar community-based programs.  Relevant experience in creating and developing content for educators.  Advanced written and verbal communication skills with ability to readily adapt to communicating effectively to any given audience.  **Desirable**  Experience working on mental health promotion initiatives.  Demonstrated experience in translating complex public health or mental health promotion concepts for broad audiences and for educators.  Knowledge of principles and processes for effectively managing internal and external stakeholders.  Knowledge and skills in planning, resource identification and deployment, task and activity monitoring, reporting and overall program delivery against defined objectives, methods and outcomes.  Experience with Content Management Systems. | | |
| **Additional information** |  | **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.  **Pre-existing injury**  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.  **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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