

Position description



Position title	Be You Content Development Manager
Position reports to	Be You Content Lead
Work level	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/>
Group and team	Education & Families/Wellness & Prevention-Community
Location	Onsite at the Hub in Melbourne CBD or Hybrid
Employment type	Fixed Term
Direct reports	Nil

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.

About the role

Role description

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 particular 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.

Key accountabilities

Area of accountability

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.

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

Leading

- Understands performance expectation, shows accountability, demonstrates initiative and is receptive to giving and receiving feedback
- Lives the values on a daily basis; demonstrates optimism
- Understands individual strengths and seeks opportunities to continuously grow and improve
- 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
- Respectfully addresses colleagues exhibiting undesirable behaviours, and complies with Beyond Blue's policies and procedures

Selection criteria

Knowledge/skills/experience

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

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.