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| Position title | **Be You Marketing Adviser** | | | | |
| Position reports to | Be You Marketing Manager | | | | |
| Work level | 1 | 2 | 3 | 4 |  |
| Group and team | Education & Be You Group, Be You Marketing Team | | | | |
| Location | Onsite at the Hub in Melbourne CBD or Hybrid | | | | |
| Employment type | Full-time, fixed term contract until 30 June 2023 | | | | |
| Direct reports | None | | | | |
| 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  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 Adviser is responsible for developing and delivering the strategic marketing needs of Beyond Blue’s Education & Be You group ensuring activities ladder up to the integrated Be You Brand and Marketing Strategies with guidance and direction from the Be You Marketing Manager. The Marketing Adviser will build and maintain strong and effective relationships with the Education & Be You group and external delivery partners to collaboratively design, implement and evaluate effective marketing initiatives within agreed budgets, timeframes, and to stakeholder satisfaction. | | | | | |
| Role description |  | | | | |
| Key accountabilities | Relationship management   * Build strong and effective relationships with the Be You group and delivery partners and act as a point of contact within Education & Be You Group for marketing support and advice. * Develop and maintain a thorough understanding of the Be You group’s strategic objectives, and the role of marketing in achieving these objectives. * Work closely with the Be You Marketing Manager to effectively plan, resource and deliver marketing initiatives, from initiation through to go-to-market implementation and evaluation. * Work collaboratively with the Be You group and delivery partners to assist with the design, development, implementation and evaluation of marketing initiatives that support initiative objectives and engage the community. * Proactively look inside and outside the organisation to identify marketing opportunities and to drive, monitor and analyse performance. * Work closely with the Diversity and Inclusion and Clinical Advisers to ensure all marketing activity and content is safe, accurate and clinically sound. * 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.   Strategic marketing   * Assist the Be You Marketing Manager to deliver the integrated brand and marketing strategy for the Be You Group. * Uses vocabulary that is appropriate to the audience, is culturally inclusive and aligns language to Beyond Blue values * Work with internal teams and external suppliers to develop marketing materials and activities, from briefing through to implementation. * Provide both proactive and responsive marketing advice and ensure consistency and quality of marketing output is maintained. * In collaboration with the Business Intelligence and Community Experience units, actively monitor and evaluate all marketing activity, creating reports, evaluations and providing suggestions for improvement. * Collaborate with Beyond Blue’s Strategy & Policy and Governance Group to access insights, learning and apply them as relevant to activities. * Act as a Be You brand guardian ensuring all marketing activity supporting the Be You Group is aligned to Be You’s brand, experience and language guidelines and policies.   Project management   * Lead and participate in cross-functional project teams to effectively deliver marketing campaigns, initiatives and materials within agreed timeframes, budgets and resourcing. * Use appropriate project management tools and processes to coordinate marketing projects, regularly reporting on progress, recognising barriers and finding effective solutions. * Effectively engage the Education & Be You Group, the Be You Marketing team, Marketing Automation Adviser, Search & Social Media Adviser and external delivery teams to deliver marketing outputs, including effective briefing, engagement and feedback. * Assist with managing external suppliers such as creative, media buying, graphic design, print, digital and direct marketing agencies to ensure delivery of activities within agreed time and budget parameters.   Teamwork and leadership   * Collaborate with other teams and units within the Centre of Excellence, the Education & Be You Group and across the organisation to leverage the skills and experience available to successfully execute marketing activities. * Provide advice and support to the Be You Marketing team as required   Innovation and clarity   * Take a best-practice approach to marketing and develop materials, initiatives and activities that are creative, innovative and impactful * Contribute to the development of a culture of innovation by testing, learning and optimising marketing activities, initiatives and content.   Community focus   * In collaboration with other teams and units, use human-centred design principles in the design of all marketing materials, activities and initiatives. | | | | |
| 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**   * Tertiary qualification in marketing or other relevant discipline * Experience in a similar marketing role.   **Desirable**  **Strategic marketing**   * Highly developed marketing skills, including experience contributing to the development of a range of marketing materials, activities and campaigns. * Experience working collaboratively to contribute marketing skills and expertise to cross-functional projects * Understanding of the role and function of various marketing channels, including social media, advertising, email and content marketing * Experience developing and delivering tailored marketing materials for a range of purposes and audiences * Strong writing and editing skills, including the ability to adapt style, tone and voice for different 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 * Knowledge and skills in project planning, task and activity monitoring and reporting against defined objectives, methods and outcomes     **Relationship management**   * Experience providing marketing 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 marketing campaigns, materials or initiatives that are 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 marketing materials, and experience tailoring communications to the needs of the audience | | | | |
| 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. | | | | |