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| **Position title** | | | | **Team Coordinator – Brand & Marketing** | | |
| **Team/Group** | | | | Brand & Marketing Unit, Centre of Excellence Group | | |
| **Work level** | | | | 2 | | |
| **Position reporting to** | | | | Head of Brand & Marketing | | |
| **Employment Type** | | | | Fixed-term, 1.0 FTE | | |
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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** |  | | The Insights and Innovation Centre of Excellence (CoE) has been established to support Beyond Blue in its transformation to becoming a community centric organisation. The CoE will support Beyond Blue’s lines of business achieve their strategy with frameworks and tools to incubate and accelerate best-in-class products and services for the community, through agile and iterative design and its trial, through to launch and scale. The CoE includes units across Brand & Marketing, Community Experience, Product and Service Development and Business Intelligence.  The Brand & Marketing unit takes a person centric, insight-driven approach to deliver and optimise engaging content and marketing initiatives that generate behaviour change, increase knowledge and engage the community in action to achieve their best possible mental health.  The Team Coordinator – Brand & Marketing is responsible for providing administration and operational support for the Brand & Marketing unit. The role will work closely with the Head of Brand & Marketing and will support the coordination and delivery of marketing activity, provide administrative support across meetings, projects and documentation, and ensure the smooth operation of the unit. | | | |
| **Role dimensions** |  | **Direct Reports** | | | | *None* |
| **Overall team** | | | | *Brand & Marketing team* |
| **Financial Delegation** | | | | *As per the Delegations of Authorities Policy* |
| **Key accountabilities** |  | **Administration support**   * Develop and maintain effective administrative processes for the Brand & Marketing unit across risk, finance, reporting and document management. * Actively participate in continuous improvement of systems, procedures, organisational culture and cross-functional communication and activities * Plan, manage and monitor travel and accommodation arrangements, meeting itineraries, catering and venue requirements for the Brand & Marketing unit, within the approved budget allocations. * Provide team administrative support across the unit, including developing and updating team action registers, supporting team functions and activities, supporting team planning and supporting the Head of Brand & Marketing with other team requirements as directed. * Providing support to the Head of Brand & Marketing and relevant team members with financial processes including raising purchase orders and arranging approvals of invoices. * Assist the Head of Brand & Marketing with calendar management, meeting scheduling and correspondence, where appropriate.   **Reporting**   * Provide coordination support for Brand & Marketing unit reporting requirements including coordinating reporting requirements for bi-monthly board reports, Government reports and other ad hoc reports as required * Maintain confidentiality and safeguard access to restricted information   **Teamwork and collaboration**   * Assist the Head of Brand & Marketing with the smooth running of the Brand & Marketing team, including assisting with team engagement activities and initiatives. * Build strong relationships both externally and internally, leveraging established networks to promote collaboration across teams. * Support collaborative behaviour across teams by being a role model for and actively develop, contribute to and encourage a high performing, positive, team environment where people strive to do better. * Liaise directly with the EA to the Chief Experience Officer to coordinate the engagement of the Chief Experience Officer at relevant meetings and events. * Build constructive and productive relationships with external suppliers such as service providers.   **Project support**   * Provide administrative support for Brand & Marketing activities and projects. * Provide a secretariat role for Brand & Marketing unit and leadership meetings and other key project meetings across the team as required. * Coordinate relevant teams to produce presentations, reports and updates for key projects, as directed by the Head of Brand & Marketing.   **Marketing operations support**   * Manage the administration of the Brand & Marketing unit’s systems and platforms, including SharePoint, Trello, Confluence and Jira. * Respond to public enquiries from marketing inboxes and communications channels * Maintain the accuracy of Brand & Marketing assets, including uploading assets to digital asset management systems * Work closely with the operations team to develop and maintain a centralised annual calendar of marketing activity | | | | |
| **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** |  | 1. **Qualifications and technical skills**    * Demonstrated experience in a similar administration or support role.    * Experience providing support to a senior manager or executive, including calendar management, correspondence and team administration.    * Strong time management skills with strong initiative and highly methodical, strategic and proactive approach, and an ability to organise and prioritise to meet deadlines.    * Ability to constructively investigate issues and recommend options for resolution. 2. **Project support**  * Knowledge and skills in project planning, task and activity monitoring and reporting against defined objectives, methods and outcomes. * Proven ability to prepare a variety of types of documentation including work schedules, briefing notes, correspondence and reports with a high level of attention to detail and the ability to conceptually analyse information. * Experience in providing secretariat support to help deliver projects or programs of work.  1. **Teamwork and collaboration**    * Ability to establish, support and maintain excellent customer service and rapport with staff and external stakeholders.    * Ability to act cooperatively within a team and seek the feedback and input of other team members. 2. **Communication skills**    * Strong writing and editing skills, including the ability to adapt style, tone and voice for different purposes and audiences.    * Strong interpersonal skills and confidence to deal with staff at all levels, including senior executives, Board Directors and Members. | | | | |
| **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.​ | |