

## Position Description

Position title:	Communications and Content Coordinator
Position number:	TBC
Business Unit/Branch:	Communications and Engagement
Classification:	\$75,000 base
Employment status:	Fixed Term (June 2023)
Position reports to:	Marketing and Communications Manager
Number of reports:	None
Work location:	Melbourne - (hybrid work available)
Position contact:	Name: Finn Murphy Email: finn.murphy@sane.org Phone: 0439 303 168

### Position purpose

SANE Australia exists to make a real difference in the lives of people affected by complex mental health issues through support, research and advocacy.

Our vision is an Australia where people affected by complex mental health issues live long and fulfilling lives, free from stigma and discrimination.

This role is a fixed term position and reports to the Marketing and Communications Manager.

This role is responsible for creating compelling and creative clinical and corporate communications content to increase awareness of and engagement with SANE's services and brand – both within target audiences and across the community broadly.

### Among the key functions required are:

#### Communications and stakeholder engagement support:

- Support the development of and play a key role in delivering a communications strategy which identifies and maps a range of stakeholders, identifies relevant communications platforms and key messaging, and creates new content for targeted groups.

#### Copywriting, editorial and corporate communications:

- Lead on writing a range of communications pieces for various platforms, and lead on all SANE web content, in order to drive web visitation and increase engagement with the SANE brand and its services including: creative blogs featuring Lived Experience stories; fact sheets and guidelines providing informative resources; editorial pieces linked with marketing campaigns targeting specific audiences; and ensuring all corporate content on the website is relevant and up-to-date

- Ensure new content is delivered in line with the content strategy, and utilise data and analytics to create content which is specifically targeted to increasing web visitation and generating new and return visitors linked with funding KPIs
- Work with SANE's clinical experts to ensure content is factually correct, evidence-based and safe and responsive to audience needs
- Keep abreast of topical mental health stories to identify new content opportunities and connect with subject experts to help grow SANE's reach and engagement
- Take ownership of all e-newsletters and service user eDMs
- Lead on developing corporate publications and collateral including the Annual Report and SANE services brochures, etc.
- Lead on strategising creative content for fundraising campaigns, including identifying compelling hooks and angles for eDMs.

#### **Content strategy and creation, and social media content:**

- Provide support in story boarding and scripting video content promoting SANE's services
- Identify new ways to bring stories and campaigns to life via video and digital platforms, specifically promoting SANE's services and Peer Ambassador stories

#### **Stakeholder management:**

- Work with SANE's Peer Ambassadors to share their stories and experiences through compelling written and video content
- Interview subject experts to create compelling content which taps into new audiences.

#### **Website Management:**

- Make basic content updates and changes to SANE website
- Manage more complex updates with SANE website developer

#### **Key relationships**

- Peer and Brand Ambassadors – Creating content to spotlight Lived Experience stories and perspectives, and leverage Brand Ambassadors' profiles linked with brand awareness and positioning objectives
- Subject experts – Creating new content which is topical, relevant and drives new audiences and reach
- External suppliers – Such as designers and digital agencies to deliver content
- All staff – Work with teams across the organisation to identify news and promotional opportunities to leverage for blog and content opportunities.

#### **Essential Requirements:**

##### **Qualification and Experience:**

- A tertiary qualification in communications or journalism, and two or more years' experience of proven achievement working in communications or content role.

##### **Skills and Expertise:**

- Expertise in copywriting across all platforms, and creating outstanding communications, copy and content for digital platforms and for print, delivering on reach and engagement KPIs
- Experience of applying digital marketing data and principles (such as SEO and Google Analytics) to deliver content linked with KPIs

- Highly developed skills in managing CMS and CRM, including publishing web updates and creating e-newsletters and other eDMs (preferably using Campaign Monitor or a similar platform)
- Demonstrable results in utilising creativity to create new content pillars which generate new audiences
- Experience creating video and other online content to reach targeted new communities, and further engage existing audiences
- Experience managing external suppliers such as designers and digital agencies to support content creation
- Experience updating websites and working with developers
- Highly developed interpersonal skills with a proven record of building relationships with a diverse range of stakeholders linked with business goals and growth
- Ability to prioritise competing workloads and deadlines, and a willingness to respond to new requests at short notice.

**Desirable:**

- A background in health or mental health is highly desirable
- Competency in Adobe Suite and video editing skills are highly favourable
- Some experience of creating content for digital media platforms such as podcasts and vlogs is beneficial, but not mandatory.
- Experience creating clinical content

**Pre-Employment Checks**

All appointments to SANE are subject to reference checks criminal record checks & working with children Check.

Date PD Adopted:	March 2022
PD Review Date:	March 2024