

Digital Communication Coordinator

Job Recruitment Kit

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Section 1: Job Advertisement

About the Role:

The Digital Communications Coordinator will be part of the coordination of communication channels at WayAhead by ensuring that high quality content is created, sourced and produced. The Digital Communications Coordinator reports to and works closely with the Digital and Creative Services Specialist to develop WayAhead's branding and communications strategy and support WayAhead staff to implement this. Content will support program marketing strategies, media campaigns and engagement with stakeholders across a range of channels.

About you:

This role will suit someone who has been a digital marketing coordinator with a good grounding in marketing and digital media marketing. Inherent requirements for this role include demonstrated experience using and managing social media platforms, content creation, branding and evaluating, and developing avenues for communication and promotions. You will have (or be studying towards) a qualification in Marketing, Digital Media Marketing, or similar.

This position suits someone who is confident and proactive in building relationships and coordinating workflow across different departments, and who has knowledge and sensitivity on social justice and mental health principles. Having a solutions-focused mindset and a drive to learn, are key qualities for this role.

You will be highly regarded if you also have experience with Google Analytics, Wordpress and knowledge of Zoom and Eventbrite functionality.

What you'll get:

- A 12-month part-time position (3-days per week) with the potential to extend.
- Competitive salary:
 - Social, Community, Home Care & Disability Services Award: Level 4 Pay Point 1.

- Option of Salary Packaging.
- Additional days-off, above the Award Leave, provided at the end of the year.
- Flexible working arrangements such as flexible start/finish times, the ability to accrue time-in-lieu and working from home.
- A workplace wellbeing program including daily personal wellbeing time and regular wellbeing events.
- Opportunity to work at Collective Purpose, a workspace shared by four like-minded community managed organisations.
- City-location with modern offices including standing desks, natural light, a small garden, close to light rail, bus stops, cafes and restaurants.
- Welcoming and inclusive culture encouraging diversity and equal opportunity.

What to do next:

Self-assess your experience and skills for the role against the Position Description in Section 3 and follow the guidelines outlined in Section 4 of this Recruitment Kit.

Section 2: About WayAhead:

About the Organisation:

At WayAhead (<https://wayahead.org.au/>), we work every day to educate people throughout New South Wales on mental health and wellbeing and link them to services and resources that improve their mental health.

Our vision is for a society that understands, values and actively supports the best possible mental health and wellbeing.

WayAhead works towards better mental health and wellbeing through several sector leading programs such as WayAhead Workplaces (<https://workplaces.wayahead.org.au/>). Our goal at WayAhead Workplaces is to improve the health of Australia's working population.



How we work for better mental health

We work towards better mental health and wellbeing through:

- The co-ordination of mental health promotion activities such as Mental Health Month NSW, WayAhead Workplaces and Perinatal Depression and Anxiety Awareness Week
- Free anxiety support groups throughout NSW
- The provision of mental health information – the WayAhead Directory, mental health factsheets
- Education seminars such as or Understanding Anxiety Forums and Professional Development Workshops – for people living with a mental health condition, the public and health care professionals
- Small Steps workshops for parents and school teachers to raise awareness and improve recognition of anxiety disorders in children.

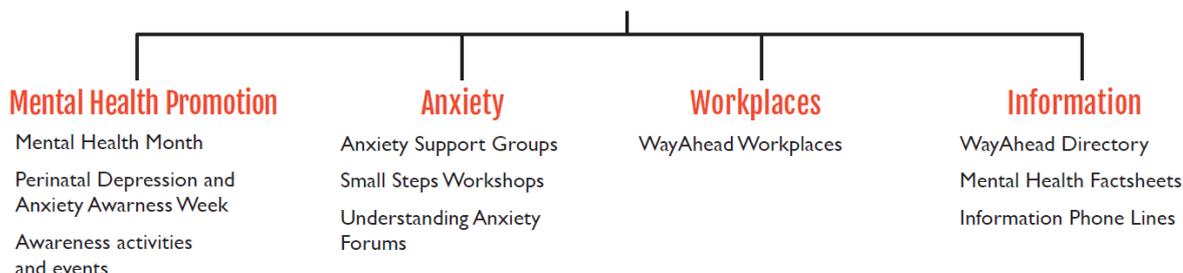
With the support of our board, staff, members, volunteers and students, we strive for a community that embraces and maintains the best possible mental health and wellbeing for all people. We work towards a society free from prejudice and discrimination against people living with mental illness.

How we do what we do

Our programs are funded by the NSW Ministry of Health as well as other agencies, private donations and bequests.

We are a non-government, community-based organisation and registered charity with QIC accreditation. We are a member of the Mental Health Coordinating Council.

WayAhead Program Structure



Section 3: Position Description

Digital Communications Coordinator Position Description

Organisation:	WayAhead
Title:	Digital Communications Coordinator
Employment type:	Part-time, 22.8 hours per week – 12 month fixed term contract
Salary & Classification:	SCHCADS Award Level 4, Pay Point 1, \$37.54
Location:	Suite 2.01, Building C, 33-35 Saunders St, Pyrmont, 2009
Report to:	WayAhead Digital and Creative Services Specialist

Role Description

This position forms a vital role in facilitating the coordination of communication channels used by WayAhead and ensuring high quality content is created, sourced and produced. The role is part of a small communications team that reports into and works closely with the Digital and Creative Services Specialist (DCSS).

The incumbent will be required to build relationships and coordinate workflows across various departments, assist in developing WayAhead’s branding and communications strategy, and support WayAhead staff to implement this. This role will create content that will assist in supporting program marketing strategies, media campaigns and engagement with stakeholders across a range of channels.

This position will work closely and collaboratively across WayAhead departments and will actively support and implement communication strategies across a wide range of mental health promotion activities. A key outcome will be to create messaging and communications work plans to assist WayAhead to meet and exceed organizational goals and reporting requirements.

Duties and Responsibilities

Writing and content creation:

- Support the DCSS in the development of communication plans to support the organisation
- Research and prepare WayAhead newsletters, magazine, media releases, social media and other external-facing communication

- Plan, maintain and monitor social media and other digital platforms with accurate, responsive and on-brand messaging and materials.
- Be proactive and innovative with stories to promote WayAhead in all publications, and via other available channels
- Develop written content for major events, achievements and activities
- Ensure the WayAhead websites content is easy to understand, duplication is minimised, and logical links are developed, to ensure easy navigation
- Prepare content for WayAhead's Annual report and other reports as required
- Develop and edit written materials for WayAhead program activities
- Research and implement communication channel optimisation (e.g. SEO strategies)
- Assist the DCSS and Mental Health Programs & Promotion Manager (MHPPM) in the development of content strategies to build recognition of WayAhead
- Assist the DCSS and MHPPM in the development of other communication projects as required

Branding and communications:

- Ensure appropriate responses to media enquiries, including social media that align with WayAhead's position
- Contribute to the planning and implementation of Mental Health Promotion Campaigns
- Evaluate and report on existing and new avenues for communications and promotions including advertising and other media engagements
- Assist the DCSS and senior management team in the implementation and development of WayAhead's brand and communications strategies
- Assist in the implementation of activities outlined in WayAhead's Annual Operating Plan
- Assist the DCSS in the development of strategic partnerships and relationships, and monitor relationship journeys
- Ensure records are accurately kept, including use of CRM
- Report on and build engagement and analytics, including Google analytics

General:

- Contribute to WayAhead's wellbeing culture through engagement in wellbeing activities (individual or group), and through engaging with suitable opportunities for continued skill or knowledge development in support of program activities.
- Promote a team spirit and communicate effectively and professionally with fellow employees, management, consumers, members, suppliers and service providers.
- Actively engage in debriefing, supervision or training as advised by your Manager
- Actively foster and build relationships, and learnings, both internal and external to enhance learning and collaboration.

Other:

- Act in accordance with the principles of consumer empowerment and inclusion
- Act in accordance with WayAhead's established policies and procedures, with attention to the Code of Conduct
- Participate in regular team meetings and other WayAhead meetings
- Promote awareness of the benefits of WayAhead membership and encourage people to be involved in its activities
- Promote WayAhead's services and campaigns
- Represent the views of WayAhead at external meetings as required

- Report all hazards, near misses, incidents and accidents to the HR Officer and record in the book established for this purpose
- Exercise duty of care to other staff and visitors to the premises
- Generally, contribute to the life and wellbeing of WayAhead and all its constituents.

Section 4: Recruitment Process Instructions

1. Your Application:

- Please read the Position Description and both the Selection Criteria and apply by email with:
 - your **Resume** and;
 - a **Cover Letter** (*not more than 2 pages*) clearly addressing the Essential and Desirable Criteria.

Note: Applications must include a Cover Letter which clearly addresses each Selection criteria, both **Desired** and **Essential**. Please highlight each selection criteria clearly with headings. Applications which do not provide this will not be considered.

2. Selection Criteria:

Essential Selection Criteria:

- Demonstrated experience in Marketing and Digital Marketing
- Experience using and managing social media platforms (Eg. Facebook, LinkedIn, Twitter, and Instagram), content creation, branding and evaluating and developing avenues for communication and promotions
- Have a solutions-focused mindset and a drive to learn, take initiative and prioritise work tasks
- Proven high-level interpersonal skills and demonstrated ability to build and maintain professional relationships.
- A qualification (or studying towards a qualification) in Marketing, Digital Marketing, or similar

Desired Selection Criteria:

- Knowledge or experience using Wordpress, Google analytics, and Salesforce
- Understanding of the principles of social justice, especially with relation to people with lived experience of mental ill-health

3. The Process:

- Applications to be submitted by email to the HR Officer using the subject line: **WayAhead Digital Communications Coordinator Application**
- **Closing date for applications – 25 August 2021**
- Applications and Questions can be addressed to HR.Support@wayahead.org.au
- Selected applicants will be invited to attend an interview.

- All interviewees will be asked the same set of questions, although the interview panel reserves the right to ask additional clarifying questions if necessary.
- The panel will rank eligible applicants in order of preference.
- The panel's decision is based on individual merit, taking into account the resume, covering letter, interview, and referees' comments.
- References provided by the selected applicants will be checked.
- The successful applicant will be offered the position.
 - If they decline, the position will be offered to the next ranked person.
- All unsuccessful interviewed applicants will be notified, as soon as possible after the recruitment process is completed.

WayAhead encourages and supports diversity and is an equal opportunity employer.

WayAhead promotes an informal, welcoming and friendly atmosphere.