



## Position Description

Position Title	Mental Health Promotion & Campaign Manager
Group	Program Leads
Full Time	38 hours per week
Classification	Level 6 - SCHADS Award
Location	Level 2, 3 Spring Street, SYDNEY NSW 2000
Manager	Head of Business Development, Marketing and Communications
Other key internal relationships	Income Generation & Partnerships Manager
Direct Reports	Assistant Health Promotion Officer

## About Wayahead

**Our Vision:** We envision a future where there is an equitable society that understands and values the best possible wellbeing and mental health of communities.

**Our Purpose:** Wayahead improves the understanding of mental health and wellbeing in communities while reducing stigma and discrimination and increasing help-seeking behaviors.

**Our Values:** Values that influence and drive our behaviours:

- **Social justice:** Advocating that all individuals should have equal access to high-quality mental health services, education, employment, and social participation.
- **Diversity and inclusion:** Respecting diverse backgrounds of people and being inclusive by recognising the range of experiences of mental health.
- **Accountability:** Conducting all activities internally and externally, with integrity and ethical behaviour which includes being accountable for actions and decisions; and openly being transparent.
- **Empathy:** Actively listening, showing empathy, and truly understanding the unique needs and challenges of people experiencing mental ill health.
- **Elevating Lived Experience:** Acknowledging the insights, wisdom, and expertise that people with a lived experience of mental health issues bring to inform and guide our work.

## Wayahead Programs

The Mental Health Association of NSW (Wayahead) has been at the forefront of mental health promotion, early intervention, and prevention for 93+ years. Wayahead coordinates mental health promotion activities, such as Mental Health Month in NSW. Through Anxiety Support

Groups and community forums, Wayahead educates regional, rural and remote communities, and challenges stereotypes, while promoting positive attitudes towards mental health. Support groups connect people in safe, supportive and friendly environments. Wayahead also helps people to navigate the mental health system through the service directory and phone lines, connecting people to vital support services and reducing barriers. Additionally, Wayahead provides early intervention through the Small Steps program, which empowers parents and educators in schools to understand, recognise and address childhood anxiety. Sharespace, another program provided by Wayahead, is a network that provides peer-to-peer support. Sharespace improves workplace wellbeing by sharing insights, experiences and expertise through collaboration.

## **Purpose of the role**

The Mental Health Promotion & Campaign Manager is responsible for leading the planning, execution, and engagement of the Mental Health Campaigns across NSW. This role includes overseeing the strategic development of Wayahead's Mental Health Month campaign, ensuring alignment with Wayahead's objectives while driving awareness and community participation. It includes managing key events such as the Mental Health Matters Awards, coordinating ambassadors to enhance campaign visibility, and overseeing the MHM Grants Program and awards nominations.

A key focus is on creative direction, including branding, resource development, and social media content strategy to maximise reach and engagement. The role also involves maintaining strong stakeholder relationships with government agencies, community organisations, and corporate partners to support the campaign's success. Additionally, the manager is responsible for ensuring compliance with funding agreements, meeting KPIs through detailed reporting and impact assessment. Ultimately, this role plays a crucial part in expanding Mental Health Month's reach, fostering meaningful community engagement, and advocating for mental health awareness.

The role requires working closely with all teams within Wayahead as well as the communication and design team to design, resources, promotional material, and key messages to optimise the mental, social, and emotional wellbeing of communities and individuals in NSW.

## **Duties & responsibilities**

### **Campaign & Event Management**

- Ensure all campaign strategies, plans, and activities are aligned with Wayahead's overall strategic plan, purpose, values, and the marketing and communications strategies developed by the Head of Business Development, Marketing and Communications. Regularly communicate progress and any deviations from the plan to the Head of Business Development, Marketing and Communications.

## **Mental Health Month (MHM) Campaign**

- Manage the end-to-end delivery of the Mental Health Month (MHM) campaign.
- Oversee the Mental Health Month Annual Campaign, ensuring strategic alignment and effective community engagement.
- Track and report on KPIs, including distribution and engagement of printed and downloadable resources.
- Coordinate MHM social media content and posting schedule throughout October.
- Manage creation and approvals of campaign content and graphics.
- Act as key liaison for public relations and campaign ambassadors, ensuring smooth delivery of media activities and case studies.

## **Mental Health Matters Awards**

- Lead the planning and execution of the Mental Health Matters Awards (MHMA), including logistics, production, marketing, and stakeholder engagement. The event management of the Awards includes:
  - Coordinate finalist nominations and judging process.
  - Plan and execute the awards ceremony (venue, catering, MC, speakers, performers, accessibility needs).
  - Develop and write the full running order, including bump in/bump out.
  - Prepare briefing materials for MCs, speakers, sponsors, and internal staff.
  - Manage sponsor and partner relationships, ensuring deliverables and visibility commitments are met.
  - Oversee in-kind supporters and suppliers.
  - Draft MC and presenter scripts and liaise with them to confirm introductions, running order and finalising their scripts.
  - Develop and review the event PowerPoint presentation to ensure consistency and engagement.
  - Manage ticket sales and table seating for the MHMA.
  - Manage production of event collateral (booklets, name tags, certificates, plaques).

## **Ambassador Program & Media Engagement**

- Recruit, engage, and support new and existing Mental Health Month Ambassadors.
- Coordinate ambassador participation in events, media engagements, and advocacy efforts.
- Develop strategies to enhance ambassador visibility and impact within the campaign.
- Engage in PR/media meetings to support campaign delivery and impact.
- Act as the key liaison for ambassadors, ensuring alignment with Wayahead's messaging and values.

## **Grants & Nominations**

- Oversee the MHM Grants Program and nominations by completing the following:
  - Ensure grant funds are disbursed and deliverables (e.g. reports, photos) are received.
  - Manage the Mental Health Month Grants Program, including application processes, selection criteria, and funding distribution to community-led initiatives.
  - Oversee the Mental Health Matters Awards (MHMA) Nominations, ensuring an accessible and fair nomination process.
  - Coordinate the MHMA judging panel, including selection, facilitation, and communication with judges.
  - Engagement management of the MHMA shortlisted nominees and winners.

## **Creative Direction & Communications**

- Provide creative direction for the Mental Health Month campaign and Mental Health Matters Awards, ensuring consistency in branding, messaging, and visual identity.
- Develop and oversee social media planning and content creation to maximise campaign reach and audience engagement.
- Lead the development of promotional materials, ensuring high-quality design and accessibility for diverse audiences.

## **Stakeholder & Community Engagement in Campaigns**

- Build and maintain key stakeholder relationships, including with government agencies, community organisations, sponsors, large donors and pro bono agencies in relation to mental health promotion campaigns.
- Oversee the building and maintenance of stakeholder relationships including partnerships, ensuring effective liaison with external stakeholders, contractors, and other service providers and organisations.
- Manage ongoing partnerships and collaborations, ensuring effective communication and engagement.
- Engage in PR/media meetings with relevant Wayahead staff to coordinate messaging and ensure strategic campaign alignment.
- Engage and coordinate advisory groups to provide input and guidance on campaign strategies and initiatives.
- Facilitate or oversee the delivery of workshops related to mental health campaigns, awareness, and advocacy.

## **Resource Development Strategy**

- Work closely with the Income Generation and Partnerships Manager.
- Ensure all campaigns and programs align with Wayahead's Strategic Plan, brand and meet funding requirements.

- Work within the allocated budget and resources provided by the Head of Business Development, Marketing and Communications. Provide regular updates on budget expenditure and resource utilisation. Seek approval for any significant changes or additional resource requests.
- Oversee the creation and distribution of campaign resources to increase awareness and engagement.
- Identify target audiences and devise key messages and methods of engagement.
- Develop and/or advise and assist others to write resources, e-newsletters and other communications that are evidence based and promote mental health and wellbeing. Conduct focus groups, evidence -based research, literature review to inform the content created for mental health promotion campaigns.
- Work collaboratively with all Wayahead teams to develop shared projects, and resources such as collateral and websites.
- Develop and implement strategies to enhance the effectiveness and accessibility of mental health promotion initiatives.
- Maintain and oversee the Mental Health Month (MHM) calendar and key events, ensuring alignment with Wayahead's objectives and strategic plan.

### **Grants, Funding & Evaluation**

- Maintain current partner and sponsor relationships, while identifying mental health promotion opportunities and submit new grant sponsorship proposals.
- Expand mental health promotion campaigns through partnerships and grants including Wayahead's work in stigma and discrimination reduction
- Meet funding agreement KPIs by ensuring all campaigns, events, and initiatives align with the requirements outlined in funding agreements.
- Responsible for reporting on the progress of key initiatives and evaluating their impact against set KPIs.
- Define and develop clear evidence-based health promotion and prevention strategies, projects and activities.
- Provide comprehensive evaluation reports to demonstrate the effectiveness of campaigns, grants, and events, including recommendations for improvement.
- Ensure all projects comply with funding agreement conditions and that necessary documentation and reporting are completed on time.

### **Community Forums**

- Develop partnerships with service providers and collaborate on forums.
- Design relevant community engagement and delivery by researching and identifying the specific issues, needs, and interests of local communities across NSW.
- Develop and implement community engagement strategies and approaches that are locally responsive and co-designed.
- Coordinate logistics, speakers, programming, and communications.
- Collect attendee feedback and prepare feedback/evaluation reports to continuously improve outcomes for communities.

- Positively represent Wayahead to various networks, and local communities across metropolitan, regional and rural NSW.

### **Teamwork**

- Maintain open and consistent communication with the Head of Business Development, Marketing and Communications, proactively sharing information and seeking feedback. Actively participate in team meetings and other relevant organisational activities.
- Build agreed annual workplans and KPI's with supervised staff and monitor progress and provide support through regular one to one meetings, half-yearly and yearly team/individual progress reviews.
- Support to achieve work goals and grow in their roles through regular work reviews, delegation of stretch tasks, providing a focus on performance development and training and engagement in wellbeing activities and learning, in line with Wayahead's framework.
- Actively plan and facilitate team reflection and review meetings to review service outcomes and learnings and develop continuous service improvement plans.
- Contribute to the development of the professional and wellbeing goals to support culture, learning and wellbeing.
- Actively foster and build relationships, and learnings, both internal and external to enhance learning and collaboration.

### **Administrative Responsibilities**

- Records and files are logical and comprehensive.
- Wayahead's administrative policies and procedures are followed.
- General administrative duties are carried out as necessary – reconcile financial expense and completing necessary documentation.

### **Key Result Areas**

- The projects reflect the key goals and objectives of the Wayahead Strategic Plan.
- Provide regular reports to the Head of Business Development, Marketing and Communications on campaign progress, key performance indicators (KPIs), and achievements against targets. This includes reporting on the Mental Health Month campaign, Mental Health Matters Awards, ambassador program, grants program, and community forums. Proactively identify and communicate any challenges or risks that may impact campaign success.
- All Wayahead projects operate under the banner or promotion, prevention and early intervention that contribute to community mental health and wellbeing.
- Detailed work-plans are developed, with agreed milestones and deliverables being met.
- Strong collaborative partnerships are built with external stakeholders.
- Wayahead teams work collaboratively across projects and activities are effectively planned, coordinated, and evaluated.

- Staff, volunteers, and students are supervised effectively.
- Enquiries are responded to promptly and appropriately.
- Health promotion activities, projects and campaigns are evaluated.

## **General Duties**

- Contribute to Wayahead's wellbeing culture through engagement in wellbeing activities (individual or group).
- Promote team spirit and communicate effectively and professionally with fellow employees, management, members, suppliers and service providers.
- Act in accordance with Wayahead's established policies and procedures,
- Participate in regular team meetings and other meetings of Wayahead.
- Promote awareness of the benefits of Wayahead membership and encourage people to be involved in its activities.
- Promote Wayahead's range of services and campaigns.

## **Equity and Diversity**

- Contribute to maintaining an environment where differences are valued, encouraged and supported.
- Maintain Wayahead's ideals of cultural diversity in the workplace.
- Play an active role in ensuring that Wayahead is a culturally safe and mentally healthy workplace.

## **Governance, Risk, Behaviors & Conduct**

- Act in accordance with Wayahead Policy, Procedure and Values.
- Act in accordance with the principles of consumer empowerment and inclusion.
- Complete National Police Check and Working with Children Check, as appropriate.

## **Work Health and Safety**

- Always take reasonable care of their own health and safety and that of others who may be affected by their conduct.
- Always be responsible for maintaining a safe and healthy work environment.
- Report all hazards, near misses, incidents, and accidents.
- Exercise duty of care to other staff and visitors to the office.

## Key Expected Behaviours

### Building relationships and networks – builds rapport

- Puts in extra effort and takes time to learn more about the consumer to build rapport. Shares information which might be useful to the organisation as a means of building trust and credibility.

### Results Focused

- Sets challenging targets and goals for self and has own clear standards of excellence. Monitors own performance and takes corrective action if performance is to be adjusted. Seeks out opportunities to improve performance. Acts to ensure targets/KPIs are achieved and promises made to others are fulfilled.

### Quality Focus

- Keeps detailed records of activities, discussions and agreed actions to ensure that information is accurate, and that prompt follow up occurs. Monitors and follows up outstanding issues. Commitment to continuous improvement.

### Problem Solving

- Goes beyond the obvious to seek out all relevant information. Reviews problems and situations, identifies and prioritises components. Understands the impact. Thinks through the pros and cons of the multiple options to develop an approach or tentative solution.

### Teamwork

- Supports other team members and can take advice and feedback from others. Does own share of work within deadlines. Participates in team meetings, discussions, and activities.

## Key Skills & Experience

- Tertiary qualification in population health, health promotion, public health, or other related area, or can demonstrate significant knowledge and experience in a relevant field.
- Minimum three years' experience in the planning, implementation, and evaluation of evidence-based health promotion activities.
- Demonstrated excellence in event coordination/project management and logistics for large-scale campaigns, including ticketing and sales management for events.
- Demonstrated confident and influencing skills in communication.



- Proven ability to develop a social media strategy, content creation and campaign outreach.
- Experience in creative direction and implementation in regard to content development, resources, and campaigns.
- High level skills in stakeholder relationship management (government, community, corporate).
- Track record of funding agreement compliance, KPI reporting and evaluation.
- Proven ability to work independently, while managing competing priorities, and to work effectively in a team environment.

## **Desirable**

- Experience in ambassador recruitment and management.
- Work on a large-scale stigma and discrimination reduction campaign/initiative.
- Worked in the non-profit sector.