Position Description

Position details

Position title: Head of Marketing and Communications
Site: SANE Australia - South Melbourne
Team/department: Marketing and Communications
Employment status: Full time
How many hours?: 38.75
Employment type: Permanent

Reporting relationships

Reports to: Dinah Rowe-Roberts – Chief Operating Officer
Review managed by: Dinah Rowe-Roberts – Chief Operating Officer

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.

We are driven by our values of Respect, Innovation, Celebration, Responsibility and Collaboration.

The Head of Marketing and Communications is responsible for leading the team in delivering strategic marketing campaigns, brand development, PR and digital content. This role works closely with all teams across SANE to manage the Marketing and Communications team’s involvement in multiple projects.

The role is also required to strengthen alignment to organisational priorities and use project management processes and systems to organise, resource and execute projects.

We are looking for a team player who can guide the team strategically, and is excited to jump in and get involved in the day to day work.

This Position Description is intended as a guide to the performance of your duties and is not an exhaustive list of everything you are required to do when carrying out your duties. In addition to the Accountabilities detailed below, you may be required to perform additional duties that are considered within your role and skill.

Accountabilities
Accountability

Leadership

- Provide leadership for the Marketing and Communications team and take responsibility for fostering and maintaining a positive high performing culture
- Manage overall scheduling and prioritization of requests from across the business for marketing and communications support
- Work with the team to develop an overarching strategy for marketing and communications at SANE.

Brand and Marketing

- Develop a brand roadmap to increase awareness of SANE and its work
- Manage the implementation of the brand roadmap including monitoring of key metrics to ensure cost effectiveness
- Provide leadership to support the development and implementation of innovative marketing campaigns across all platforms and channels
- Provide support to the Business Development manager to develop and execute strategic campaign plans for fundraising, including segmentation, tracking and testing
- Oversee the management and implementation of SANE’s visual style guide for all external and (where appropriate) internal communications materials

Media and Public Relations

- Actively support the Media and Public Relations team to identify and manage media and promotional opportunities for SANE
- Assist with media enquiries relating to stigma reduction, suicide prevention and mental illness, provide background information, current statistics and, where appropriate, offer SANE spokespeople for interview and referral to experts, including clinicians

SANE content and information strategy

- Working together with the Content Lead, and key stakeholders to develop the overarching strategy and direction for SANE website service and additional digital services

Management of content development and publication

- Commissioning and coordinating of internal and external content and information service production for the website service and related digital communication channels
- Consult with the SANE Clinical Advisory Group on a regular basis to ensure that all content and information is up to date and accurate
- Management of content production and editorial review of content and information resources
- Develop and oversee the publishing protocols and processes for content and information on the website
- Work towards the goal of providing comprehensive informational support for all stages of the life-cycle of mental illness
- Ensure all published material by SANE adheres to the duty of care principles, is authoritative, accurate, legal and defensible from an organisational reputation perspective and is in line with the SANE vision and mission
- Consider and facilitate content and information services partnerships as opportunities arise
Accountability

- Identify functionality and external information and/or communication services that could be added to enhance the service
- Consult with the Leadership Team, SANE Clinical Advisory Group and SANE Team to develop future roadmap for additional content and information services

Budget and Reporting

- Work with the Finance Manager to develop and manages budgets for the Marketing and Communications team for approval by the COO
- Assess and report on key service metrics

User experience for website service and other digital products

- Work collaboratively with the team to ensure that the user experience at both a technical and non-technical level is constantly improving based on user feedback, staff input and industry expectations

People and Culture

- Uphold and work within the SANE Values and Behaviours and support a culture that fosters team work and is consistent with SANE’s mission
- Work collaboratively with the Manager People and Culture on recruitment, professional development and annual performance reviews for direct reports
- Follow all organisational policies and procedures and ensure all direct reports adhere to the policies and procedures

Position dimensions

Number of direct reports 3-4

Key internal and external stakeholders

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Purpose of communication</th>
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<tbody>
<tr>
<td>COO</td>
<td>Maintain open communication with the COO providing updates on marketing and communications work and updating the Board of Directors as required during and outside of regular Board meetings</td>
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<tr>
<td>Head of Business Development</td>
<td>Work collaboratively to develop and execute on a clear and concise communication strategy across all communications medium, from the web service to fundraising and marketing</td>
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<tr>
<td>Leadership Team</td>
<td>Work collaboratively to keep the Leadership Team informed of key program milestones, issues and contribute effectively to leadership discussions and strategy</td>
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<tr>
<td>Team</td>
<td>Work collaboratively across the organisation to involve all key stakeholders and SANE team members in the development of content and information materials for the SANE website service.</td>
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Stakeholder | Purpose of communication
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 | As required work with the Manager of People and Culture to support SANE Australia’s Values and Behaviours
Third party providers | Maintain strong relationships and ensure providers deliver to SANE’s requirements.

## Selection criteria

### Qualifications
- Bachelor Degree or equivalent in marketing and/or communications

### Experience
- 3+ years proven experience in a similar senior strategic marketing / communications role
- A successful career history across the breadth of the digital marketing and communications, including PR, brand management and multi-channel campaign management
- Strong track record in leading the marketing and communications function within a small team environment
- Proven success managing a marketing strategy and budget

### Capabilities
- Strong capability in project management
- Excellent verbal and written communication skills
- Excellent knowledge of current and emerging media platforms
- Well-developed interpersonal skills to manage multiple internal and external stakeholders at all levels
- Ability to manage competing priorities from across the organisation
- Ability to influence, negotiate and prioritise expectations in a flexible and fast paced environment
- Highly organised with ability to support a team to deliver on a variety of marketing and communication activities
- Proactive ‘can-do’ attitude with the desire to improve processes and procedures.

## How to apply

To apply, please send a cover letter, a statement against the key selection criteria (Qualifications and Experience in the Position Description) and a copy of your resume to hr@sane.org using the subject line: **Head of Marketing and Communications**