Position Description

Position title:	Senior Digital Content Producer – Health Promotion
Site:	South Melbourne
Team/department:	Marketing, Communications and Fundraising
Employment status:	Maximum term until 30 June 2021
Employment type:	Full time
Salary:	$80k - $100k depending on experience (excluding 9.5% super and salary packaging)
Reports to:	Director of Marketing, Communications and Fundraising

Position purpose

Position purpose	**About SANE Australia** SANE Australia is a national mental health organisation working to make a real difference in the lives of people affected by complex mental health issues through support, research and advocacy. We are a values-led organisation that offers workplace flexibility, a supportive, friendly team, and the opportunity to help Australians affected by complex mental issues live long and fulfilling lives, free from stigma and discrimination. We are driven by our values of Respect, Innovation, Celebration, Responsibility and Collaboration. Staff at SANE Australia benefit from generous not-for-profit salary packaging options, an employee assistance program, and additional days pro-rata of paid Reflection Leave per year after completing 12 months. **About the role** We are looking for someone experienced in health promotion and digital content production to lead the development and execution of the website 'self-help' component of SANE Support, in consultation with mental health professionals. SANE Support is an integrated service for people affected by complex mental health issues. It consists of: 1) SANE Help Centre: a helpline and online chat with Counsellors 2) SANE Forums: Online peer support forums, moderated 24/7 by mental health professionals 3) sane.org website: Clinically sound psychoeducational and self-help content for people wanting to learn more about complex mental health issues This hands-on role will work end-to-end from the development and implementation of a content strategy and schedule through to the creation of

	the content for the psychoeducational and self-help components of SANE's website. At this stage, this role is a fixed-term contract until June 30, 2021. *This position description is intended as a guide to the performance of duties and is not an exhaustive list of everything the incumbent will be required to do when carrying out duties. In addition to the Accountabilities below, the incumbent may be required to perform additional duties that are considered within the scope of their role and skill level.*

Accountabilities

Accountability	
Content strategy and schedule development	• Develop an overarching content strategy for SANE's psychoeducational and self-help website components as part of the Digital Service Model for SANE's Support Services working in close partnership with the SANE Clinical and Research teams and people with lived experience • Develop and coordinate the implementation of a content schedule including the review of existing content and the dissemination on SANE channels • Working with the Monitoring & Evaluation Team to develop an evaluation plan which informs future updates to the content strategy and schedule
Content production and creation	• Produce engaging written and digital content for SANE's target audiences including the creation or commissioning of video content • Translate Research and Clinical content into accessible communications for the target audience • Work respectfully and genuinely with people affected by complex mental health issues, to share their inspiring stories through authentic and engaging content • Work with specific target audiences (e.g. people 18-30, regional and rural communities, people impacted by COVID) to develop relevant and effective content • Work with key stakeholders including the Clinical and Research teams to develop and implement a process for content review and approvals
People & Culture	• Uphold and work within the SANE Values & Behaviours • Value the strengths of team members, partners and supporters, contributing to an environment where all strengths are valued. • Adhere to SANE's policies and procedures

Key internal and external stakeholders

Stakeholder	
Clinical Director and SANE Support Team	• Owner of Digital Service Model • Provide clinical review of content
Research Team	• Expertise on evidenced based psychoeducational and self-help
Peer Ambassadors	• People affected by complex mental health issues that can provide story-based content • Provide feedback on ability of content to meet audience needs
Monitoring & Evaluation Team	• Development and implementation of an evaluation plan • Use of evaluation. Outputs to inform content strategy and plan
Other Mental Health Organisations	• Content partnerships

Selection criteria

Qualifications
• Qualifications in science, science communications, public health or health promotion (with content production experience) OR • Graduate qualification in journalism, communications, marketing, digital or other related discipline (with health promotion experience)

Experience
Required • 3-5 years experience in a similar digital content producer role • Experience developing mental health or other health related digital content • Experience publishing in a CMS and other digital platforms • Demonstrated knowledge of best practice web content publishing standards, including usability and accessibility, and the principles of content modelling and structured content • Experience scheduling content • Familiarity with video and audio production for online platforms • Extensive experience using relevant software and programs (e.g. photoshop, Dreamweaver, InDesign, Adobe) • Experience creating content strategies, with a strong focus on engaging specific audiences

Desirable

- Previous experience in an organisation that delivered a digital service
- Previous experience in translating clinical or technical material into educational /self-help content
- Knowledge of Joomla
- Experience working with a range of stakeholders, including internal and external bodies, and government

Capabilities

- Excellent copy writing skills
- Desirable: video content creation
- Ability to stay informed of relevant research, studies and developments in the mental health and community sectors

How to apply

Application close 5pm Monday 8 June, however, we are reviewing applications as received, so the close date is subject to change. Please apply early.

In your application **please address each Qualification and Experience listed in the position description above.**

We will be following up with applicants to request examples of past work.