

## Position Description

### The Role

**Title:** Head of Marketing and Communications

**Purpose Statement:** The Head of Marketing and Communications is responsible for leading the strategic direction of the marketing, communications and media team, including developing SANE's media and communications functions from the ground up with new media, communications and stakeholder engagement strategies, and re-positioning the organisation within the government, the sector and the public by leading on brand strategy.

This is a high performing role which requires the ability to develop strategic and operational plans across the team, increasing the division's output and impact linked the organisation's ambitious plans for growth and development.

**Team:** Communications and Engagement

**Reports to:** Director Communications and Engagement

**Staff Reporting to:** StigmaWatch and Media Manager and Marketing and Communications Manager

**Location:** Melbourne

**Employment Status:** Full time contract until 30 June 2023

### Key Functions:

- **Communications and stakeholder strategy and management** – Ensure stakeholders' information and communications needs are mapped and strategically met, and create strategies to leverage engagement with key stakeholders such as Peer and Brand Ambassadors in order to increase awareness of SANE, its services and its impact
- **Brand positioning** – Implement SANE's new brand strategy, and leverage all related research (such as audience segmentation and data analysis findings) to develop SANE as a clearly defined brand, and to build and actively position SANE as the leader in its space, increasing awareness within government, the sector and the public
- **Media strategy and PR** – Oversee the development of a media strategy and appointment of a media agency to position SANE as the national voice for complex mental health needs, information, advocacy and Lived Experience, in order to increase engagement with SANE's services and spark new national conversations by and with our community, while also overseeing SANE's longstanding StigmaWatch program
- **Marketing strategy and campaigns** – Oversee the development of digital and integrated marketing campaigns linked with government funding KPIs, ensuring growth in engagement and awareness of SANE's core services, and generating new clients for new digital services
- **Brand Ambassador engagement** – Create and implement a Brand Ambassador engagement strategy to deliver on the organisation's brand and profile ambitions
- **Leadership, performance and reporting management** – Work with managers to create a culture of performance and to establish KPIs to measure output and impact, ensuring the team plays an important part in contributing to the organisation's growth and success over time.

## The Head of Marketing and Communications will need to develop strong external relationships with:

- **CEO and Executive** – Providing high level media, communications and brand advice, including proactive, reactive, reputational and issues communications leadership
- **Peer and Brand Ambassadors** – Creating campaigns, media and other opportunities to spotlight Lived Experience stories and perspectives, and recruiting and strategically engaging Brand Ambassadors with brand awareness and positioning objectives
- **Sector Peers and Leaders** – Ensure that SANE is positioned and understood as a leader within its space by developing relationships and representing SANE at relevant industry forums, etc.
- **All staff** – Work with teams across the organisation to identify news and promotional opportunities to leverage for media, content and social media purposes.

## Essential Requirements – Key Selection Criteria:

### Qualification and Experience

- A tertiary or post graduate qualification in communications or marketing
- At least 10 years' experience in senior managerial roles overseeing media, communications and marketing.

### Skills and Expertise

- An outstanding track record of success in developing media and PR strategies which exceed media reach and engagement KPIs year-on-year
- Expert communications skills and the ability to create strategies and messaging for a diverse range of stakeholders
- High level experience building relationships with a range of stakeholders, including government ministers and advisors, subject experts, journalists, high-profile public figures and grassroots communities linked with media, brand and communications KPIs and objectives
- Demonstrable creativity in creating marketing campaigns which attract new target audiences as supported by engagement metrics such as memberships, web visitation and program engagement
- Demonstrable experience in issues management, and using innovation to solve problems
- A track record of growing online communities and engagement by delivering digital marketing, social media and content strategies which generate cut-through with new and existing followers and audiences
- High level results in managing and leading teams through periods of organisational and cultural change in order to measure and maximise impact, and to support business growth and funding submissions.

### Desirable

- Experience in the health or mental health sectors is a strong advantage
- A background in the arts will be viewed favourably linked with marketing SANE's Dax Centre arts supports services and programming.