### Position Description

<table>
<thead>
<tr>
<th>Position title</th>
<th>Marketing and Communications Coordinator</th>
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<tbody>
<tr>
<td>Site</td>
<td>Melbourne (remote working required initially due to COVID-19 restrictions and ongoing remote work possible)</td>
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<tr>
<td>Team</td>
<td>Marketing and Communications</td>
</tr>
<tr>
<td>Employment status</td>
<td>Five-month contract</td>
</tr>
<tr>
<td>Employment type</td>
<td>Full-time</td>
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<tr>
<td>Reports to</td>
<td>Marketing and Communications Manager</td>
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### 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.

The SANE Group also consists of the Anne Deveson Research Centre and the Dax Centre. The Anne Deveson Research Centre was established in 2018 to conduct research to drive social outcomes for people affected by complex mental health issues. The Dax Centre provides artists with lived experience of mental health issues opportunities for creative expression while fostering social change.

SANE is 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.

SANE Australia team members benefit from generous not-for-profit salary packaging options, an employee assistance program and an additional five days pro-rata of paid Reflection Leave per year after completing 12 months of service.
### About the role
The Marketing and Communications Coordinator role will work across SANE Australia and the Dax Centre and will be responsible for increasing awareness of SANE’s work, impact, achievements and brand among key target audiences and across the community broadly. The role is also required to proactively identify opportunities to strategically and creatively amplify SANE’s content and campaigns, as well as to utilise highly developed copywriting and design skills to create compelling marketing and communications content and campaigns which support the organisation’s reach, engagement, financial targets and other business goals.

### Accountabilities

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<tr>
<th>Accountability</th>
<th>Tasks</th>
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| Marketing and Communications | • Provide high level support to the Marketing and Communications Manager in the development and delivery of strategy and major projects, and implementing reporting to capture reach and engagement  
• Identify, write and produce stories and content which brings SANE and its programs and services to life, with a focus on e-newsletters, the blog, and marketing and fundraising campaign content  
• Write, design and disseminate eDM campaigns, communicating and promoting SANE’s work and brand, and assisting with fundraising and service program targets  
• Keep abreast of internal news in order to identify story and relationship opportunities  
• Assist with relevant marketing and communications administration and reporting, including traffic managing communications and eDM campaign enquiries, and tracking impact. |
| Branding | • Assist with developing SANE’s visual identity, taking the lead as brand ambassador by supporting staff with advice and guidance on branding execution, and ensuring brand integrity across all assets and design |
## Accountability

### Design
- Design online, digital and print collateral and campaign materials, including eDMs, event flyers, posters, corporate publications, fundraising campaign collateral and digital marketing adverts and assets (such as banners, tiles and web advertisements)

### Health and Safety
- Create, maintain, and foster a safe and mentally healthy workplace at all times
- Role model taking good care of your own physical and mental health and seeking help when you need

### 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

## Position dimensions

| Direct reports | Nil |

## Key internal and external stakeholders

<table>
<thead>
<tr>
<th>Stakeholder</th>
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<tbody>
<tr>
<td>External stakeholders</td>
<td>Relevant to project and content management</td>
</tr>
<tr>
<td>Internal Stakeholders</td>
<td>Marketing and Communications Manager</td>
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<tr>
<td></td>
<td>SANE organisation-wide team</td>
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## Key selection criteria

### Qualifications
- A relevant tertiary qualification, and five or more years’ experience of proven achievement working in communications and/or marketing

### Experience
- A successful track record of developing and delivering campaigns and content across a range of platforms which has resulted in substantial growth in followers and engagement
- Outstanding communication and copywriting skills, with experience in proactively identifying story opportunities and increasing measurable engagement across various platforms
- A record of delivering creativity and innovative thinking to achieve project/campaign goals
• Highly developed skills in managing CMS and CRM, including publishing web updates and creating e-newsletters and other eDMs (preferably using Campaign Monitor)
• Strong experience in designing collateral, publications and digital content which is on brand and on brief, with highly developed skills in Adobe Creative Suite
• A strong understanding of Google Analytics and SEO, and utilising data for insights and reporting
• Some experience of creating content for digital media platforms such as podcasts and vlogs is beneficial, but not mandatory.

Requirements

• You must hold and maintain a right to work in Australia, in the position and location of employment during your employment with SANE Australia. You must comply with all terms of any such grant of a right to work in Australia.

How to apply

Applications close 5pm, Monday 1 March 2021, however, we are reviewing applications as they are received and looking to progress with interviews, so please send through applications as soon as possible.

Applications should be sent to hr@sane.org.

Applications must include;

• A cover letter
• A Current Resume
• A separate document detailing your responses to the key selection criteria (qualifications and experience only), as outlined in the Position Description

Should you progress to a final round interview, please be prepared to provide two referees, including if possible, your most recent line manager. We will not contact referees without your consent.

SANE Australia welcomes applications from all suitably qualified candidates. We are committed to developing and supporting a workforce that is well-equipped and motivated to make a real difference in the lives of people affected by complex mental health issues.

We strive to have a rich, diverse workforce. We encourage applications from people with lived experience of mental health issues, Aboriginal and Torres Strait Islander people, people with disabilities, people from CALD and LGBTQIA+ communities, and people of all ages.

We believe in building an inclusive workforce that sees human difference as a strength and supports our vision for all Australians affected by mental health issues to lead long and fulfilling lives, free from stigma and discrimination.