Position Description

<table>
<thead>
<tr>
<th>Position title</th>
<th>Marketing and Engagement Coordinator – SANE Support</th>
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<tbody>
<tr>
<td>Location</td>
<td>Melbourne or Sydney</td>
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<tr>
<td></td>
<td>Melbourne: South Melbourne until May 2021, then Melbourne University (Carlton)</td>
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<td></td>
<td>Sydney: Paddington</td>
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<td></td>
<td>(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 Fundraising</td>
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<tr>
<td>Employment status</td>
<td>Full time</td>
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<tr>
<td>Employment type</td>
<td>Fixed term contract until 30 June 2022</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 (ADRC) and the Dax Centre. The ADRC 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. Founded in 2012, but with a history spanning back to the 1940s.

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.

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 of service.
About the role

This role focuses on SANE Support – a new integrated service which offers a range of support options for people affected by complex mental health issues, including people with a lived experience, and their family and friends.

SANE Support services include:
- Counselling Support: via telephone, webchat and email
- Peer Support: via online peer support Forums, and upcoming pilots: digital peer groups and 1:1 peer support
- Self-help: via the sane.org website, offering clinically-sound psycho-educational content

Government, industry and community partnerships play a critical role in generating SANE Support engagement, with SANE Support Forums and other SANE content syndicated on more than 75 partner websites around Australia, providing free, supplementary mental health support for communities in need.

Leveraging this extensive network of local, regional and national partners, the Marketing and Engagement Coordinator – SANE Support will build meaningful and impact-driven relationships and increase the program’s impact by:

- Developing and delivering a comprehensive stakeholder engagement program targeting partners
- Growing SANE Support’s reach, engagement and reputation by taking the lead on all SANE Support marketing, including developing integrated marketing campaigns and delivering digital campaigns with our digital agency.

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.

Key Accountabilities

<table>
<thead>
<tr>
<th>Accountability</th>
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| Partner communications and engagement | - Review, finalise and deliver SANE’s Partner Engagement Plan to leverage and grow partnerships and reach and engagement, and help meet service user targets  
- Develop and deliver a monthly communications and engagement eDM to inform, engage and support partners to promote SANE Support, including program updates, service use data, and links to ‘ready-to-go’ content and images for use on their platforms |
| Accountability | • Work with targeted partners to identify innovative ways to increase traffic to their platforms, leveraging their in-house skills, knowledge and expertise  
• Oversee the SANE Partners Online Resource Hub, ensuring SANE Support services information and partner resources are relevant, understood, well utilised and up-to-date  
• Manage partners’ ad hoc requests on an ongoing basis |
| Marketing, content and campaigns | • Create integrated marketing campaigns to promote SANE Support, reaching targeted users, community groups, health service providers and existing partners  
• Create innovative new promotional and engagement content for use on SANE’s website and social media platforms, as well as for partners’ platforms, to promote SANE Support and increase traffic to SANE’s services  
• Input into SANE Support digital campaigns by informing digital agency work and monitoring the agency’s impact  
• Support SANE’s Forums team with forum event development and planning in order to increase engagement via SANE’s own platforms |
| Partnership capacity building and integration | • Work collaboratively with partners to integrate the Forums into their organisation’s service offerings  
• Co-develop, monitor and review measurable annual collaboration plans for priority target partners  
• Support the SANE Forums team’s partner training and development initiatives, by assisting in creating presentations, and other resources  
• Assist the Forums team in identifying opportunities for Forums partners to collaborate on SANE’s advocacy agenda  
• Maintain a performance framework to measure the effectiveness of partnerships, and to ensure partner and service user targets are met |
| Communication and Facilitation | • Communicate clearly and demonstrates awareness of, and ability to regulate own emotional reactions  
• Adapts communication style to meet the needs of others  
• Engages with people and facilitates with skill and confidence |
| Professional Development | • Participate in, and develop skills through professional development and supervision sessions  
• Actively take ownership of personal and professional development as well as contribute to the development of peers through sharing expertise and experiences |
Accountability

Health and Safety
- Create, maintain, and foster a safe work environment at all times
- Ensure your work does not adversely affect any other members internally and externally
- Actively be responsible for your own and team self-care and emotional wellbeing in line with SANE Staff Wellbeing Guidelines

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
None

Key internal and external stakeholders

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Activities</th>
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<tbody>
<tr>
<td>Marketing and Communications Manager</td>
<td>Manages this role</td>
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<tr>
<td>Director Marketing and Fundraising</td>
<td>Provides leadership to the Marketing and Fundraising Team</td>
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<tr>
<td>Peer Support Lead</td>
<td>Provides information and support</td>
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<tr>
<td>Director, SANE Support</td>
<td>Accountable for SANE Services</td>
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<tr>
<td>SANE Support Team</td>
<td>Regular communications and work collaboratively</td>
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<tr>
<td>Marketing and Fundraising Team</td>
<td>Regular communications and work collaboratively</td>
</tr>
<tr>
<td>SANE Support partners network</td>
<td>Regular communications and program engagement and support</td>
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Key Selection criteria

Qualifications
- Tertiary qualifications in marketing, communications, community development or another relevant discipline

Experience, Skills and Attributes
• A minimum 5 years’ experience in a relevant, related role
• A successful track record of developing and delivering impact-driven partnerships with a diverse range of stakeholders, including government partners/stakeholders
• Strong experience in developing stakeholder communications and engagement plans which result in increased, measurable engagement to achieve shared objectives
• Strong experience in creating and delivering marketing campaigns and content across a range of platforms which has resulted in substantial growth in followers and engagement
• Experience in delivering creativity and innovative thinking to achieve project/campaign goals
• Demonstrated skills and experience in gaining buy-in and influencing at all levels
• Ability to deliver project milestones on time, despite competing workloads
• High level of competency in creating eDMs and managing mailing lists (preferably using Campaign Monitor)
• Highly desirable but not mandatory: An understanding of digital marketing including Google Analytics and SEO
• Desirable but not mandatory: Basic design skills to create social media content/assets

Capabilities

• Ability to work autonomously and use time effectively
• A reasonable level of resilience to fulfil the demands of the role
• Empathy and enthusiasm for providing support to people affected by complex mental health issues
• Work independently and show initiative as well as work effectively within a team
• Problem solver: identify, analyse and solve any obstacles/challenges
• From time-to-time have work outside business hours to deliver partner events
• Demonstrated experience in time management
• From time-to-time, have the ability to work outside of business hours to deliver Forum events
• Excellent communication and interpersonal skills commitment to SANE Australia’s values

Requirements

• You must 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