

## Position Description

### The Role

**Title:** StigmaWatch and Media Manager

**Purpose Statement:**

The StigmaWatch and Media Manager is responsible for developing and delivering an overarching media strategy and campaign-specific media plans to: build awareness of SANE; deepen media engagement; create media opportunities for our spokespeople and Ambassadors; increase awareness of complex mental health issues; and increase engagement with SANE's services.

This role also manages SANE's StigmaWatch program, educating on and fostering safe and responsible media reporting relating to mental ill-health, suicide and alcohol and other drugs (AOD), and reducing stigma in the media.

Building strong relationships with key media, along with SANE's Peer and Brand Ambassadors, our colleagues at *Mindframe* and other key stakeholders, this role will also focus on re-positioning SANE's brand and reputation as the nation's go-to organisation for expert commentary and lived experience perspectives on complex mental health issues.

This is a strategic and operational role, which requires creative and storytelling nous to identify, leverage and deliver positive and proactive story opportunities, and to manage reactive media.

**Team:** Communications and Engagement

**Reports to:** Head of Marketing and Communications

**Staff Reporting to:** Senior Media & Public Relations Advisor

**Location:** Melbourne

**Employment Status:** Full time contract until 30/6/2022

### Key Functions:

**Media management:**

- Leverage expert knowledge of the media landscape and keep abreast of news to write proactive, compelling media releases, opinion pieces, media briefings and key messaging, tapping into and sparking national conversations relevant to SANE's remit, and increasing engagement with its services.
- Connect media with subject experts and our lived experience community
- Identify and proactively foster relationships with targeted media linked with SANE's remit, agenda, programs and services
- Manage all media enquiries.

**Stakeholder management:**

- Nurture relationships with and provide media training and support for a range of internal stakeholders representing SANE in the media, including the CEO, clinical experts and Peer and Brand Ambassadors in order to ensure positive, on-message coverage
- Maintain partner relationships with *Mindframe* and other sector organisations.

**Brand positioning:**

- Develop and build brand awareness and exposure for SANE via media coverage and engagement, and actively position SANE and its key spokespeople as experts in the mental health space.

**Manage the StigmaWatch program – Work with the Senior Media & PR Advisor to:**

- Promote the suite of *Mindframe* guidelines to empower media professionals to report safely and responsibly on mental ill-health and suicide, educating on best practice principles and examples
- Respond to StigmaWatch reports and provide feedback and recommendations to media professionals
- Foster and leverage the StigmaWatch community to engage with SANE across its other programs, services and campaigns
- Deliver on reporting requirements and track the program's impact.

**Advocacy:**

- Leverage media coverage and positioning to support SANE's advocacy agenda, ensuring complex mental health needs and issues are a national priority with government and sector stakeholders, and SANE's StigmaWatch program is understood, respected and implemented by journalists reporting on mental health nationally
- Represent StigmaWatch and SANE at relevant conferences and events.

**Reputation management:**

- Identify and manage reputation, stakeholder and communications issues and risks, ensuring quick and effective management and escalation where required.

**Strategic communications and copywriting:**

- Write compelling copy, and proactively identify opportunities to integrate media plans and stories with the organisation's broader communications, content and social media output.

**Agency management:**

- Support the head of department to appoint and manage a PR agency in order to generate increased coverage and engagement, and drive SANE's brand positioning.

**Leadership, team culture and performance management:**

- Work with the head of department to create a culture of performance and establish KPIs to measure impact within the media team and the StigmaWatch program
- Uphold and work within SANE's values and behaviours and support a culture that fosters teamwork and is consistent with SANE's mission.

**Reporting:**

- Track and report on monthly media coverage, and deliver monthly and half yearly external reports to government.

## Key Relationships:

The StigmaWatch and Media Manager will develop strong external relationships with:

- **CEO, Executive and Head of Marketing and Communications:** Providing media advice, sector news updates, briefings and key messaging
- **Media:** Enhancing existing relationships and identifying and prioritising new relationships linked with SANE's brand and positioning objectives
- **Peer and Brand Ambassadors:** Providing briefings and media training to share and spotlight Peers' experiences and stories, and to leverage Brand Ambassadors' profiles and reach
- **Clinical experts:** Providing briefings and positioning SANE as a leader in the complex mental health space
- **Mindframe National Media Initiative:** Managing this critically important partner relationship in order to deliver StigmaWatch
- **All staff:** Identifying story opportunities and keeping abreast of SANE's newsworthy initiatives across the organisation.

## Essential Requirements – Key Selection Criteria:

### Qualification and Experience:

- A tertiary or post graduate qualification in communications, journalism or public relations
- At least two years in a managerial role overseeing media and/or communications, or in a senior journalism role.

### Skills and Expertise:

- A strong track record of success in increasing media presence, coverage and positioning to achieve media reach and engagement KPIs year-on-year
- Demonstrable creativity in creating media strategies, campaigns and stories which increase brand awareness and positioning, and engagement with programs, campaigns or services
- Proven experience building relationships with a range of stakeholders, including journalists and Ambassadors/spokespeople, in order to achieve media and brand positioning goals
- Demonstrable experience managing issues or reputation communications within the media
- Expert written communications skills, with the ability to portray complex information in 'simple English'
- Experience working across media and communications teams to develop compelling stories and content which can be integrated and amplified through owned and earned channels.

### Desirable:

- Some experience in using CRMs to create e-newsletters and other eDMs (preferably using Campaign Monitor or a similar platform) would be beneficial
- Experience managing and leading teams through periods of organisational and cultural change and/or to increase output linked with organisational growth
- Experience working in or understanding of the mental health sector or issues relating to mental health and stigma.

Please note availability outside of business hours is sometimes required to respond to media requests and enquiries.