

Position Description

The Role

Title: StigmaWatch and Media Coordinator

Purpose Statement:

The StigmaWatch and Media Coordinator role oversees the day-to-day delivery of SANE's StigmaWatch program to educate on and foster safe and responsible media reporting relating to mental ill-health and suicide, and to reduce stigma related to these issues in the media.

This role also supports the StigmaWatch and Media Manager to deliver 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 delivers on program administration and reporting, while also delivering outstanding written communications and creative storytelling.

Team: Communications and Engagement

Reports to: StigmaWatch and Media Manager

Staff Reporting to: N/A

Location: Melbourne

Employment Status: Part-time (0.6 FTE) contract until 30/6/2022

Key Functions:

Delivery of the StigmaWatch program:

- Promote the *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 within the required timeframe, and provide feedback and recommendations to media professionals to assist in best-practice and responsible reporting
- Build and engage the StigmaWatch community including creating social media content to promote the program's positive focus and impacts
- Create regular eDMs for the StigmaWatch community
- Log and track issues raised and media responses, and deliver on reporting requirements, including tracking the program's impact
- Leverage the StigmaWatch community's interest to engage this important stakeholder group with other SANE programs, services and campaigns.

Communications, content and copywriting:

- Write compelling copy for, and take ownership of, SANE's StigmaWatch eDM
- Create engaging and strategically-aligned social media content to connect with SANE's StigmaWatchers and the media, and to grow awareness of the program across the community broadly

- Develop content for various communication channels including media releases, statements, briefings, opinion pieces and blogs/web copy.

Media management and support:

- Support and educate media in delivering best-practice reporting of complex mental health issues in accordance with the *Mindframe* guidelines
- Support the StigmaWatch and Media Manager in identifying and creating news stories and campaigns to promote SANE's programs, services and strategic priorities
- Connect media with subject experts and SANE's lived experience community
- Support the management of proactive and reactive media.

Stakeholder management:

- Assist with maintaining partner relationships with *Mindframe* and other sector organisations
- Nurture relationships with SANE's spokespeople and Peer Ambassadors to ensure positive, on-message coverage.

Advocacy:

- Support the StigmaWatch and Media Manager to 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 ill-health and suicide nationally.

Reporting:

- Ensure media enquiries are logged and tracked
- Track monthly media coverage and assist with monthly reporting
- Support the delivery of government and partner reporting.

Administrative support:

- Manage SANE's media inbox enquiries
- Provide other administrative support as required.

People and culture:

- Uphold and work within the SANE Values and Behaviours and support a culture that fosters teamwork and is consistent with SANE's mission
- Adhere to SANE Australia policies and procedures
- Value the strengths of team members, partners and supporters, contributing to an environment where all strengths are valued.

Key Relationships:

The StigmaWatch and Media Coordinator will develop relationships with:

- **EveryMind:** Helping to manage this critically important partner relationship in order to deliver StigmaWatch and the *Mindframe* National Media Initiative
- **Media:** Providing excellent, timely service and nurturing relationships linked with SANE's brand and positioning objectives
- **Peer Ambassadors:** Providing briefings and working with Ambassadors to share their experiences and stories
- **Clinical experts/spokespeople:** Providing briefings and identifying key messaging
- **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 qualification in communications, journalism or public relations
- Entry-level experience of working in communications, media or PR

Skills and Expertise:

- Outstanding written communications skills, with the ability to portray complex information in 'simple English', and the attributes needed to manage sensitive information and stories
- Demonstrated ability to create compelling copy for a range of platforms and executions, including media releases, eDM copy and web copy
- Experience creating social media content which generates increased followers and engagement
- Some experience of working with the media, with a commitment to servicing media needs in a professional and timely manner
- Excellent time and project management skills, with the ability to develop and deliver processes to ensure programs are executed on brief and on time.

Desirable:

- Some experience in using CRMs to create e-newsletters and other eDMs (preferably using Campaign Monitor or a similar platform)
- Basic skills in using Adobe Suite, with experience in developing simple video content for social media platforms
- Some experience in a not for profit environment.