

key position information	
Job Title Mental Health Promotions & Marketing Officer	Position Reports To Executive Director, MHCSA
Incumbent Nil	Location Adelaide Office, MHCSA
	Job Description FTE <input type="checkbox"/> New <input checked="" type="checkbox"/> Updated 0.6 Double Click on box and select 'checked'
	Effective Date Date Updated Mar 2019 Dec 2017

primary purpose of job

Reporting to the Executive Director or delegate, the Mental Health Promotions Officer is responsible for undertaking a range of promotional activities, relationship development and management of events and marketing that progress the MHCSA strategic and operational objectives. The Mental Health Promotions Officer is expected to contribute to broader organisational responsibilities when required. The Mental Health Promotions Officer also works closely with the Executive Director, Communications Consultant, Senior Policy Officer and Lived Experience Workforce Program Team.

dimensions		
Direct Reports N/A	Financial Authority – Budget N/A	Financial Authority N/A

key result area (KRA)	key performance indicator (KPI)
PROMOTING ACTIVITY & SPECIAL PROJECTS	<ul style="list-style-type: none"> - Devise and execute themes around Mental Health Week events and other Mental Health campaigns - Coordinate steering committee on informing Mental Health Week events and campaigns and respond to stakeholders - Coordinate steering committee and stakeholders for Mental Health Week’s Festival of Now - Coordinate Mental Health Week events on behalf of MHCSA, SA Health and Membership - Assist with technical requirements and event management for a range of MHCSA events - Use project management software and online booking systems for event management and project planning - Contribute to setting and tracking budget specifically for Mental Health Week and online website mindshare - Collate and report back data and anecdotal evidence of MHCSA events every quarter - Work with the Communications Consultant to design and implement marketing campaigns and events for the MHCSA and mindshare
PUBLICATIONS & SUPPORT	<ul style="list-style-type: none"> - Work with MHCSA team to maintain and update the website - Manage social media for the MHCSA and mindshare - Use desktop publishing software (preferably Adobe) to produce content and/or editorial direction for brochures and other publications as required - Use Office software, cloud based filing systems and Mailchimp
RELATIONSHIPS DEVELOPMENT AND MANAGEMENT	<ul style="list-style-type: none"> - Assist the Communications Consultant in developing and maintaining key relationships with the aim of achieving progress on the MHCSA Mission and Strategic Plan (as amended from time to time) - Work with representatives of SA Health, the Minister’s Office and Government in coordinating MHCSA and Mental Health Week events
BRAND MANAGEMENT	<ul style="list-style-type: none"> - Ensure the development and use of a consistent and positive brand identity across all MHCSA publications - Support all staff in their use of the MHCSA brand throughout their work. - Manage and progress social media and networking sites, ensuring all content complies with MHCSA policies, procedures

	<ul style="list-style-type: none"> - Assist the Executive Director and Communications Consultant to ensure that all MHCSA events are consistent with and promote the MHCSA policy objectives in the Mission, Strategic and Operational Plans (as amended from time to time)
MEMBERSHIP	<ul style="list-style-type: none"> - Ensure and provide a high standard of member service by displaying friendly, responsive, courteous and effective communication to member enquiries, increasing value to existing MHCSA members and prospective members. - Ensure members receive accurate, consistent, responsive and timely information and assistance
TEAM MEMBER	<ul style="list-style-type: none"> - Work with MHCSA staff team to assist in planning and in achievement of organisational timeline, goals and outcomes - Share information about work activities with the team, and think strategically and creatively about how skills can contribute to the work of the MHCSA team and the organisation as a whole - Attend staff meetings - Provide periodic reports to the Executive Director when required and in a timely manner. - Set and maintain high standard of teamwork - Display a commitment to open communication - Complete assigned tasks on time and to standard - Take responsibility for own work - Manage own workload and workflow to achieve the position's purpose within budget - Openly support and respect diversity within team -

functional KRA's	key performance Indicators
OH&S	<ul style="list-style-type: none"> - Undertake business activities in safe manner so as to avoid or reduce the risk of injury or illness to self and others; and - Comply with MHCSA OH&S policies and procedures.
Risk & Governance	<ul style="list-style-type: none"> - Operate in line with MHCSA policies and procedures, Code of Conduct and ethics; and - Actively participate in risk awareness training.

key relationships	
Internal	<ul style="list-style-type: none"> - Executive Director - Communications Officer - Senior Policy Officer - Administration Manager - Lived Experience Program Manager and Senior Officer - Members
External	<ul style="list-style-type: none"> - Government departments and their agents - SA Mental Health Commission - Office for the Chief Psychiatrist - Mental Health Community Sector - MHCSA Stakeholders - MHCSA Membership
Committee/Groups	Representative Groups as requested.

sign off	
Executive Director Name	Employee Name
Executive Director Signature	Employee Signature

Selection Criteria
Essential

1. Ability to provide strategic and practical support to the Communications Consultant in the development of effective and productive relationships with key stakeholders
2. Ability to coordinate Mental Health Week and MHCSA events
3. Ability to work within the team to deliver management support and events that progress MHCSA's mission
4. Ability to work autonomously and to deadlines.

Desirable

5. Lived Experience of Mental Ill-Health
6. Knowledge of mental health and the South Australian sector
7. Qualifications relevant to the position