



## Position description

<b>Title</b>	Director Communication and Engagement
<b>Classification</b>	Executive Level 2
<b>Agency/Unit</b>	National Mental Health Commission
<b>Reports to</b>	Principal Adviser, Communication and Engagement
<b>Supervises</b>	2
<b>Location</b>	Sydney

### The National Mental Health Commission

The National Mental Health Commission (the Commission) provides insight, advice and evidence on ways to continuously improve Australia's mental health and suicide prevention systems, and acts as a catalyst for change to achieve those improvements. This includes increasing accountability and transparency in mental health through the provision of independent reports and advice to the Australian Government and the community. The Commission provides cross-sectoral leadership on the policy, programs, services and systems that support better mental health and social and emotional wellbeing in Australia, and works collaboratively across government, and with the community and other jurisdiction governments

The Commission supports the Australian Government to ensure that investment in mental health is both effective and efficient. We work with stakeholders – particularly people with lived experience, their families and other support people – to ensure reforms are collectively owned and actioned and to enable participation in government process. As well, the Commission builds relationships and partners with others to leverage effort and expertise, including with service providers, peak community and professional bodies, government agencies, researchers, academics and state and territory governments.

The Commission has taken a recovery perspective to its work – recognising that the recovery journey is unique to each person, which is about leading as fulfilling a life as possible as part of the community. This is a wide-angle view beyond mental health to see the context of people's lived experiences and their hopes for leading a contributing life.

A Contributing Life is where people living with a mental health difficulty can expect the same rights, opportunities and health as the wider Australian community. Simply put, this is about having stable relationships, a home, meaningful work, good health care and opportunities for education and training, all without experiencing discrimination due to having a mental health difficulty.

More information is available at [www.mentalhealthcommission.gov.au](http://www.mentalhealthcommission.gov.au)

## **The Job**

Reporting to and working closely with the Principal Adviser, Communication and Engagement, the role of the Director Communication and Engagement is wide reaching and involves strategic and hands on communication, stakeholder engagement and media relations. This role will have full responsibility for nurturing and enhancing the Commission's collaborative and inclusive approach with stakeholders, communities and key relationships, noting that persuasive communication and consultative practices will be at the core of this role's practice. The position is also responsible for working across the Commission to provide advice, and where needed to manage and support the various communication and stakeholder engagement programs and projects.

The Director Communication and Engagement will manage, lead and support a small team and develop their capabilities to produce high quality communication and engagement content in the management of all of the Commission's strategic communication programs and activities. The Director, Communication and Engagement will also coordinate the communication requirements across the Commission's projects to ensure that the highest standard of communication and stakeholder engagement is being developed and implemented in a consistent and engaging manner to all of the Commission's stakeholders and audiences.

You will be a highly motivated self-starter, a clear communicator with strong interpersonal skills. A commitment to the delivery of high quality responsive and innovative communications in a dynamic and challenging environment is essential. The ability to engage with all levels of an organisation and develop integrated communication strategies and plans to deliver organisational objectives will be highly regarded.

You will also need to have a comprehensive understanding of the Australian mental health and social services landscape, and have a working knowledge and experience in Australia's media and digital communication channels. You will also have current experience in supporting key spokespeople in an active and agile program of media relations.

You will possess the highest standards of personal integrity, and have a commitment to social justice and equality, and the promotion of a diverse and inclusive community.

## **Key Responsibilities**

- Lead and develop new stakeholder engagement and communication programs on behalf of the Communication and Engagement team, or in support of multiple projects the Commission is managing simultaneously.
- Manage and provide direction for the Communication, media and engagement team, including establishing priorities, managing workflows and performance to ensure delivery of results
- Develop communication strategies and plans that align and support the Commission's Corporate Plan, objectives, projects and deliverables
- Lead the implementation and coordination of the Commission's Stakeholder Engagement Framework, and the implementation plan
- Oversee all communication content published externally to ensure the messaging and voice of the Commission is consistent and aligns with branding
- Manage specific projects resulting from communication plans, key messaging and content reviews
- Establish internal and external processes to improve consistent and purposeful communication with the Commission's stakeholders
- Lead the implementation of the Stakeholder Engagement Strategy across the organisation

- Establish and manage professional and effective relationships with internal and external stakeholders
- Develop consistent reporting processes to measure the performance of the Commission's engagement channels
- Manage media enquiries and engagement, and develop effective relationships with media on behalf of the Commission including working with the policy team for information, briefing CEO on key messages, working closely with the Suicide Prevention Taskforce to support the CEO's additional role as the Prime Minister's Suicide Prevention Adviser where necessary
- Write high quality communication material including media releases, opinion pieces, speeches, presentations and digital content to meet the Commission's objectives
- Provide relevant information for significant announcements, review media releases and ensure consistent branding and voice
- Coordinate external suppliers and agencies to support programs and activities as required
- Other duties, as required.

### **SELECTION CRITERIA – EL2**

1. Shapes strategic thinking
  - *Inspires a sense of purpose and direction*
  - *Focuses strategically*
  - *Harnesses information and opportunities*
  - *Shows judgement, intelligence and common sense*
2. Achieves results
  - *Builds organisational capability and responsiveness*
  - *Manages a thriving team*
  - *Marshals professional expertise*
  - *Steers and implements change and deals with uncertainty*
  - *Ensures closure and delivers on intended results*
3. Cultivates productive working relationships
  - *Demonstrated expertise in consulting, collaborating and nurturing relationships*
  - *Facilitates and builds cooperation and partnerships*
  - *Values individual differences and diversity*
  - *Guides, mentors and develops people*
4. Exemplifies personal drive and integrity
  - *Demonstrates public service professionalism and probity*
  - *Engages with risk and shows personal courage*
  - *Commits to action*
  - *Displays resilience*
  - *Demonstrates self-awareness and a commitment to personal development*
5. Communicates with influence
  - *Communicates clearly in all formats*
  - *Translates complex information into engaging content*
  - *Actively listens, understands and adapts to audience*
  - *Negotiates persuasively*

## 6. Job specific criterion

- *Demonstrated expertise in engagement, consulting, collaborating and nurturing relationships across diverse stakeholder groups in a social issues setting.*
- *Demonstrated extensive experience managing strategic communication initiatives, campaigns, community engagement programs, media and engagement activities that are aligned to organisational objectives*
- *Demonstrated experience writing and editing a broad range of high quality communications materials*
- *Demonstrated ability to use and have an operating knowledge of digital, social and technology enabled marketing and communication and engagement platforms used to engage diverse audiences*
- *Tertiary education qualifications in communication, journalism or other related tertiary qualification, or work experience equivalent*
- *Demonstrated ability to manage a small team and also manage budgets, procurement, and expenditure*

## Remuneration

The grade of the position is Executive Level 2.

## Tenure

There is currently a non-ongoing vacancy available for a period of up to 12 months. A merit list will be developed and used to fill future ongoing and non-ongoing vacancies which become available within 12 months.

## Eligibility

To be employed by the National Mental Health Commission applicants must be Australian Citizens. All successful applications for any position within the NMHC will be required to complete pre-engagement checks including a police check. Each application will be considered on its merits.

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## How to Apply

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Applications are to comprise:

1. A covering letter;
2. Applicants are required to submit a statement of claims (**1000 words maximum**) outlining why you believe that you have the skills, capabilities, knowledge and experience to be considered for this role.
3. A copy of your Curriculum Vitae or Resume that sets out relevant qualifications and experience; and
4. The names and contact details of two referees.

The **preferred method of submission** of applications is to **email** one document, preferably in **Word format** to:

Recruitment@[MentalHealthCommission.gov.au](mailto:Recruitment@MentalHealthCommission.gov.au)

**Contact:**

If you require further information on the position please contact Jenny Muir, Principal Advisor, Communication and Engagement, National Mental Health Commission on 02 0415 401 200.

When framing your application, you should take account of the requirements of the position and the selection criteria against which you will be assessed.

The following are some tips that may help you in preparing your application:

- Provide a cover sheet which states: your name, the position (with Reference Number) applied for, your current contact details, current position, educational qualifications and referees.
- Keep your application succinct.
- Include key elements such as:
  - an employment history (as part of your resume);
  - a short summary identifying your specific achievements, skills and what you can offer to this role (in your cover letter); and
  - a statement of claims, which illustrates your experience against the selection criteria.

**NB: This should preferably be in a single document for ease of handling.**

- It is important that the information in your application is correct, particularly dates and contact details, and it also helps if you clearly nominate whether your previous workplace(s) is a government (Commonwealth, State or Territory), private sector, or community organisation.
- Please also include dates and details relating to your educational qualifications.
- The format for applications is quite flexible – but it does need to be easy to read, accurate and concise.

We wish you all the best with your application.