



Position Description – Content Adviser, Education

Work level:	3
Group/Team:	Education and Families Group, bbNEP
Reporting to:	Project Manager, Content Development, Education
Direct reports:	Nil
Employment period:	Fixed-term to 30 June, 2019

Vision, Mission and Values

Our vision: All people in Australia achieve their best possible mental health.

Our mission: We promote good mental health. We create change to protect everyone’s mental health and improve the lives of individuals, families and communities affected by depression, anxiety and suicide.

All employees are expected to act in accordance with *beyondblue’s* values, which are:

Collaboration – we work willingly with others to collaborate and share knowledge, skills and expertise.

Respect – we treat others with respect and dignity, and believe in diversity.

Enthusiasm – we are passionate about enjoying life and work.

Excellence – we strive continually for excellence.

Innovation – we encourage innovative ideas and approaches.

Integrity – we act with honesty, integrity and transparency.

Position Purpose

beyondblue has been selected as the provider of the new Mental Health in Education program which will be launched in mid-2018 to support mentally healthy educational environments across Australia.

The Content Adviser, Education is responsible for providing the ‘translation’ of content to convert evidence-based mental health information, into highly engaging, informative content that ‘talks’ directly to educators and other specific audiences across early learning services and schools.

This role will support the implementation of the Content Plan to reflect the needs of all users through extensive consultation with our partners (ECA and headspace), content experts, specialists, and educators.

This position will be responsible for planning and developing content across all *beyondblue* National Education Program (bbNEP) assets and resources; refining and optimising content based on analytics and feedback; writing and editing content; and stakeholder communications, working in close collaboration with the Education and Families group and Marketing and Communications group.

Accountabilities

Content development:

- Support the development and implementation of the bbNEP Content Development Plan.

- Support the development of an integrated framework that builds on the success of existing educational and mental health evidence based initiatives.
- Lead the ‘translation’ of content to convert evidence-based mental health information, into highly engaging, informative content that ‘talks’ directly to educators and other specific audiences across early learning services and schools.
- Support the integration of implementation partners (Early Childhood Australia and headspace) content into bbNEP.
- Write clear and compelling online content, integrating the best of current programs and initiatives.
- Supported by the Integrated Content Advisory Network and implementation partners (Early Childhood Australia and headspace), review existing content within the bbNEP Content Development Plan and support the development of new content that is relatable, engaging, informative and high impact.
- Directly contribute to specific content projects to enhance the bbNEP.
- Consult with subject matter experts and key stakeholders to ensure bbNEP reflects community and stakeholder needs whilst complying with relevant clinical, educational, evaluative and compliance professional standards.
- Work collaboratively to ensure all online content, including SEO and SEM terms are refined and optimised according to best practice principles.
- Use analytics, research insights and feedback to identify opportunities for innovation and improvement across content and sites.

Project Management:

- Provide high quality written documents including briefing notes, preparation of contracts and agreements, and project management documentation; provide input into the development of key reports, including Board reports, *beyondblue* external reporting and ad hoc reports as required.
- Ensure all project management activities are implemented in accordance with *beyondblue* processes and system including *beyondblue’s* Portfolio and Project Management (PPM) system, and are in line with company policy and program governance.
- Working closely with the Systems and Web Projects team, manage and implement projects and ongoing website updates and issues.
- Liaise with suppliers to ensure delivery within budget and agreed timeframes.

Stakeholder Engagement:

- Collaborate with the Content Development representatives of implementation partners (Early Childhood Australia and headspace) to facilitate the development and implementation of the bbNEP Content Development Plan.
- Collaborate with the bbNEP Integrated Content Advisory Network involving representatives from government, education and mental health sectors who will provide direct input into the design, development and implementation of the bbNEP Content Development Strategy.
- Collaborate with the Manager, Marketing and Communications, Education to ensure alignment between the Content Development Plan and the Marketing and Communications Strategy of the bbNEP, and support the implementation of the communications strategy.
- Collaborate with the Manager, Digital Design, Education to ensure alignment between the Content Development Plan and the on-line platform and associated digital solutions of the bbNEP.

Selection criteria

Education/Qualifications

- A tertiary qualification or relevant experience in communications, writing or related discipline.

Knowledge/Skills/Experience

- **Subject matter translation** – Demonstrated experience in translating complex public health or mental health promotion concepts for broad audiences and for educators.

- **Communication skills** - Advanced written and verbal communication skills with ability to readily adapt to communicating effectively to any given audience.
- **Stakeholder engagement** – Knowledge of principles and processes for effectively managing internal and external stakeholders.
- **Project management** – Knowledge and skills in planning, resource identification and deployment, task and activity monitoring, reporting and overall program delivery against defined objectives, methods and outcomes.
- A minimum of 5 years’ relevant experience in a similar role, preferably within education, mental or public health and/or similar community based programs.
- Relevant experience in creating and developing content for educators.

Desirable

- Experience working on mental health promotion initiatives.
- Experience in developing health related Instructional design modules and frameworks.

Team Structure and Relationships

Team Structure

- This role reports to the Project Manager, Content Development, Education. This position is a key part of a small team that is responsible for the development of the Content Development Plan for the bbNEP.

Internal

- General Manager, Education and Families
- Head of Education, Start-up
- Head of Strategy, Education
- Project Manager, Content Development, Education
- bbNEP Leadership team and operational staff
- Marketing and Communications and Brand and Content teams (Marketing, Communications and Fundraising Group)
- Staff from ICT, Policy, Research and Evaluation teams
- Staff from Corporate Services team including finance, contracts and procurement

External

- Content staff from bbNEP implementation partners (Early Childhood Australia and headspace)
- Subject matter experts in mental health and education

Extent of authority

- Financial delegation – Nil

Prepared by:	Tim Moran	Date:	
Approved by:	Chief Executive Officer	Date:	