

Schools Content Producer

October 2021

Reporting to:	Senior Manager - Digital Content	
Direct Reports:	None	
Status:	12 month contract	Part-time - 3 days per week We support flexible working. Please talk to us about what you want.
Salary range:	~\$70,000 + super + salary packaging benefits	
Location:	Pyrmont, Sydney. Flexible working is available and encouraged	

ReachOut values diversity in our workforce. We encourage people from Aboriginal and Torres Strait Islander and culturally diverse backgrounds to apply.

About the organisation

ReachOut is the most accessed online mental health service for young people and their parents in Australia. Our trusted self-help information, peer-support program and referral tools save lives by helping young people be well and stay well. The information we offer parents makes it easier for them to help their teenagers, too.

We've been championing wider access to mental health support since we launched our online service more than 20 years ago. Everything we create is based on the latest evidence and is designed with experts, and young people or their parents. This is why our service is trusted, relevant and so easy to use.

Accessed by more than 2 million people in Australia each year, ReachOut is a free service that's available anytime and pretty much anywhere.

About the role and you

In the last two years, ReachOut has invested heavily in developing the ReachOut Schools program with a new website, new wellbeing curriculum resources and the national launch of an online tool to support students transitioning to secondary school.

We are now looking for an energetic, self-directed Schools Content Producer who can build on this strong foundation. You will provide insights on schools' resource needs and develop curriculum resources, website content and eDMs. Working with the Content Team, you will look for opportunities to leverage existing content designed for youth and parents, adapting this for the school setting. You will use your organisational skills to support the Schools Program, responding to emails from schools and coordinating the merchandise program.

Your key responsibilities include:

Resource development

- Translate research and other insights to develop evidence-based, practical and engaging mental health and wellbeing resources for teachers and that are mapped to the national and NSW PDHPE curriculums.
- Project manage all work packages, including developing project timelines,



- developing briefs and identifying and managing suppliers.
- Initiate ideas and produce content that responds to topical issues within schools (e.g. COVID-19, bushfires, Wear it Purple Day).
- Initiate and maintain relationships with content partners and topic specialists as required.
- Produce and publish content that demonstrates empathy and understanding of the target audience in line with content strategy and user experience goals.
- Follow best practice ReachOut's Duty of Care protocols for working with service users in content production.
- Identify when content requires clinical or specialist review according to content production processes.
- Support the development of digital products for schools - e.g. Student Snapshot - a free wellbeing survey.

Website content

- Research, write/produce and publish engaging content directed at education professionals for the website, e-newsletter and external blogs.
- Maintain the existing website including responding to user feedback and liaising with the Digital Team to fix technical issues that arise.
- Implement SEO content recommendations as provided by the SEO Manager.
- Use data analytics to help guide decision making and strive for continuous improvement
- Publish content via the Content Management System.

Program support

- Represent the needs of secondary schools within ReachOut's strategic planning and innovation projects.
- Collaborate with the Digital, Marketing and Fundraising Teams to drive and maintain the ReachOut Schools program.
- Manage the ReachOut Schools inbox and merchandise program.

Research and evaluation

- Support the evaluation of products and resources, including liaising with schools to encourage them to participate.

You work closely with:

Role/team	Purpose
1. Senior Manager – Digital Content	Provides ongoing leadership, management and support to the Content Team including Schools Content Producer
2. Content team	Identify opportunities to tailor content developed for young people and parents to the Schools setting
3. Service Design and Delivery	Participate as a positive and contributing team member
4. Fundraising and Marketing team	Collaborate and contribute to funding pitches and marketing campaigns relevant to the ReachOut Schools program

To be successful in the role, the following experience is preferred:

- Minimum 3 years' experience in a relevant role - e.g. as a secondary school teacher/staff member, working on an education program or as a content producer.
- Relevant tertiary qualifications in education, social sciences or journalism, or experience in a similar role.
- An understanding of the Australian secondary school education system.
- Experience in content creation and publishing for websites and other digital channels.
- Experience in writing and producing curriculum resources and content for schools.
- Strong project management skills, delivering on time and on budget.
- A self-starter who is comfortable working independently.
- Excellent communication skills, including written and verbal presentation skills.
- A willingness to try new things and learn from them
- To be organised, pragmatic and able to handle competing priorities
- A commitment to ReachOut's mission and [values](#).

We also think it would be useful to have:

- Understanding of mental health and wellbeing concepts
- Proven ability and commitment to working in collaboration with young people
- Experience understanding and evaluating success in a programmatic or digital setting

As we are a mental health organisation it is important for us to let you know that you may hear stories of distress, hardship, or trauma during your employment, and we really encourage you to reflect on how this may impact you when considering applying for this role.