

Communications and Stakeholder Relations Manager

July 2021

Reporting to:	Director of Government Relations and Communications	
Direct Reports:	None	
Status:	Initial 12 month contract	Full-time or part-time. We support flexible working. Please talk to us about what you want.
Salary range:	Commensurate with experience	
Location:	Sydney	

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

About ReachOut

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

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.

About the role and you

ReachOut is in an exciting phase of the organisation's development. We are undertaking a major service design and innovation program that will help shape the future of youth digital mental health services in Australia.

Reporting to the Director of Government Relations and Communications, this new role will be critical to the successful positioning of ReachOut as a leader in digital and youth mental health. The successful candidate will be responsible for developing and implementing a new reputation and engagement strategy.

Working with the Government Relations and Communications team, you will use your strong verbal and written communications skills to actively seek opportunities to ensure ReachOut



is recognised as a thought leader in digital and youth mental health innovation, including through opinion pieces, participation in conferences and awards.

Your inclusive, flexible and collaborative style, and strong organisational skills, ensures you will deliver impactful events highlighting ReachOut's leadership, research and vision, as well as supporting marketing and fundraising campaigns.

You will work across the organisation to craft high quality policy submissions and speeches highlighting ReachOut's views and accomplishments consistent with ReachOut's positioning and strategy.

Your key responsibilities are:

- Developing and delivering reputation and engagement strategies to increase brand visibility and position ReachOut as a thought leader in digital mental health innovation
- Drive recognition of ReachOut as a leading digital mental service provider
- Seek and assess opportunities for ReachOut to strategically participate in key conferences, talks and seminars
- Deliver events showcasing ReachOut's innovation vision, service impact and research
- Write impactful speeches, opinion pieces and policy submissions
- Developing relationships with key internal partners to support their communication needs e.g. promoting ReachOut's marketing campaigns and research findings.

Required personal and professional competencies:

- Conceptualising strategies – having a broad vision aligned to a keen strategic mind. Being able to detect patterns and shifts in the market as well as having the capability to plan towards accomplishing long-term goals.
- Fostering creativity – being imaginative, exploring of new ideas, coming up with new ways of solving a problem and innovating.
- Engaging and energising – Sharing enthusiasm and motivation for one's work with colleagues as well as inspiring others. It is about interacting proactively and building professional networks.
- Planning and organising – being able to plan effectively and promptly.
- Working together – team working and collaborating with colleagues as well as showing an organisational commitment.
- Interpersonally astute – showing understanding of others, building rapport and managing emotions effectively.

You will work closely with:

Who	Purpose
1. Director of Government Relations and Communications	The Director provides ongoing leadership, management and support.
2. Media and Communications Manager	Align and coordinate external media and communications activities.
3. Public affairs consultants	Develop and execute strategic communications materials and opportunities, including messaging and reports.
4. Fundraising & Marketing Team	Develop communications strategies to support campaigns.
5. Research Team	Develop communications strategies to promote research findings.

To be successful in the role, you need:

- Tertiary degree in a relevant discipline e.g. Degree in Marketing, Communications, Public Relations
- 5+ years' experience in a similar role
- Extensive and current relationships throughout the media sector, including television, radio, print and online
- Experience pitching stories, writing speeches and delivering events
- Outstanding verbal and written communication skills
- Superior relationship management
- Excellent strategic thinking, creativity and ability to problem solve
- Exceptional organisational skills and attention to detail, with demonstrated experience in project planning and delivery
- Ability to work outside of core hours to support media and communications activities
- A commitment to ReachOut Australia's values and behaviours

We also think it would be helpful to have:

- Experience working in the not-for-profit or health sector
- An understanding of government and political processes and decision making
- Familiarity with media monitoring platforms
- Worked with Confluence and Miro