

Schools Manager

February 2021

Reporting to:	Head of Service Delivery	
Direct Reports:	None	
Status:	12 month contract	Full Time We support flexible working. Please talk to us about what you want.
Salary range:	\$95,000 + super + salary packaging benefits	
Location:	Pyrmont, Sydney	

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

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 the last two years, we have 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 looking for an energetic, self-directed educator with proven relationship management experience who can connect schools to these new resources, continue to develop relevant resources and support research and evaluation.

A big focus of this role is identifying and building relationships with relevant stakeholders and education networks. As a confident speaker, you will present at conferences and events and represent ReachOut in relevant media opportunities.

Your education experience allows you to identify insights on schools' resource needs and enables you to develop curriculum resources. Working with the Content Team, you will look for opportunities to leverage the content from youth and parents, adapting this for the school setting.

You will partner with the Research Team to evaluate resources and products and use data to evaluate success, identify improvements and drive decision-making.



Your key responsibilities include:

Program management

- Represent the needs of secondary schools within ReachOut's strategic planning and innovation projects.
- Collaborate with the Digital, Marketing and Fundraising Teams to implement the ReachOut Schools Strategy.
- Partner with the Fundraising Team to develop funding proposals and pursue opportunities to secure ongoing financial support for the Schools program.
- Manage the ReachOut Schools inbox and merchandise program.

Relationships, events and media

- Research and identify potential stakeholders and key relationships and create a pipeline of prospects.
- Leverage your own and the organisation's networks to generate new opportunities.
- Plan approaches and pitches that speak to the shared values and outcomes of ReachOut and prospective stakeholders.
- Manage education events including selecting priority events, developing and presenting workshops and setting up stalls to promote resources.
- Manage new registrations through our Customer Relationship Management system.
- Represent ReachOut in relevant media opportunities – e.g. the managing exam stress campaign and new product launches.

Resource development

- 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 identifying appropriate suppliers/contractors and managing relationships as required.
- Initiate ideas and produce content that responds to topical issues within schools (e.g. Covid-19, bushfires, Wear it Purple Day).
- Support the development of creative digital resources for schools.

Website content

- Research, write and publish engaging content directed at education professionals for the website, e-newsletter and external blogs.
- Maintain the existing website including uploading content, responding to user feedback and liaising with web developers to fix technical issues that arise.
- Implement SEO content recommendations for Schools.
- Publish content via the Content Management System.

Research and evaluation

- Support the evaluation of products and resources, including liaising with schools to encourage them to participate.
- Monitor and report on Schools' website content analytics against content goals and KPIs.

You work closely with:

Role/team	Purpose
1. Head of Service Delivery	Provides ongoing leadership, management and support.
2. Senior Manager – Digital Content	Identify opportunities to tailor content developed for young people and parents to the Schools setting
3. Digital team	Develops and maintains the website and digital products designed for schools.

4. Research team	Conduct program evaluation to measure program impact
5. Fundraising and Marketing team	Identify ways to maximise reach and secure ongoing financial support for the Schools program

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

- Minimum 5 years' experience in a relevant role - e.g. as a secondary school teacher/staff member or working on an education program.
- Relevant tertiary qualifications in education or a related field, or experience in a similar role.
- An understanding of the Australian secondary school education system and key stakeholders.
- Proven relationship management skills.
- Strong project management skills delivering on time and on budget.
- Excellent communication skills, including written and verbal presentation skills.
- Experience in writing and producing curriculum resources and content for schools.
- A self-starter who is comfortable working independently.
- A commitment to ReachOut's mission and [values](#).

We also think it would be useful to have:

- An understanding of youth mental health and wellbeing.
- Experience in content creation and publishing for websites and other digital channels.
- Existing networks and relationships that can be leveraged for ReachOut.

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.