

Position Description	
Position Title	Communications Lead
Award	Social, Community, Home Care and Disability Services Industry Award 2010.
Classification	Social and Community Services Worker Level 6 – PP1.
Tenure Status	Ongoing
Hours of work	22.8 hours per week, 0.6 FTE. Hours of work may be varied temporarily or permanently due to operational requirements, funding agreements and or/or service delivery demands. All variations will be undertaken in consultation with the appointee.
Position Location	PANDA's office is located in North Fitzroy. Flexible or remote working options may be negotiated.
Reports to	Marketing and Communications Manager
Supervisor to	Communications Officer (0.4 FTE) & Clinical Content Officer (0.2 FTE)
Liases with	Leadership team Staff across the organisation, including Community and Clinical Champions External partners and stakeholders Media and PR
Authorities and Delegations	As defined and delegated by the CEO and PANDA Board policies

PANDA's Purpose
PANDA supports individuals and families across Australia affected by emotional and mental health difficulties during pregnancy and in the first year of parenthood. PANDA operates Australia's only National Helpline for individuals and their families to recover from perinatal mental illness like perinatal anxiety and depression, which affects up to one in five expecting or new mums and one in ten expecting or new dads.

PANDA's Service Delivery
PANDA currently receives both Commonwealth and State government funding to deliver a range of services to families affected by perinatal mental health challenges and to provide education to professionals and the community. PANDA also undertakes a range of other targeted activities, including fundraising to address community access and to maintain and improve services and programs for our community.

PANDA's Vision	
A society where perinatal mental health is valued and understood and where stigma and systemic barriers to seeking help no longer exist.	

PANDA's Values	
Accountability	We take responsibility for our actions and are accountable to each other and our stakeholders for our performance and integrity.
Collaboration	We work collaboratively with others to share knowledge, skills and experiences.
Effectiveness	We strive to be effective, make the best use of resources and encourage innovation.
Equity	We are committed to overcoming discrimination and disadvantage and promote fair and just access to services and information.
Integrity	We act with integrity and honesty and are guided by ethical and moral principles in all that we do.
Respect	We treat people with respect and dignity at all times.

About this position
<p>This role is responsible developing content that builds awareness of the PANDA Brand and increases community understanding of perinatal mental health. The role needs to uncover the needs of people accessing our supports and leverages evidence and guidance on person centred perinatal mental health services. A key part of the role is working with media and related agencies to amplify the profile of PANDA.</p> <p>The individual undertaking this role will be passionate about building and communicating messages and will be excited about working with people across PANDA and within the community to ensure <i>everyone</i> knows of the great work we do for new and expecting parents across the country.</p>

Key Responsibilities
<ul style="list-style-type: none"> • Collaboratively develop PANDA's communication activities within the organisations Marketing & Communications Plan • Implementation of PANDA's communication activities within the organisations Marketing & Communications Plan • Plan and write content and messages for key target audiences from media, journalism partners and to community • Support the development of and work within the PANDA brand guidelines and tone of voice • Write content to communicate key messages and engage broadly about PANDA and perinatal mental health and well-being including web content, social media, campaigns, reports, fundraising activities • Lead PANDA's campaign content to build awareness of mental illness and treatment options and PANDAs unique approach to addressing perinatal mental health • Carefully craft messages that develop PANDAs profile and presence to build our organisational brand and profile • Maintain key relationships with media relations and contacts in collaboration with the Marketing and Communications Manager • Monitor PANDA's profile in the media • Support smart use of social media platforms to communicate effectively across all media, marketing, community, funder and public relations areas thereby increasing engagement, visibility and traffic

- Work with the Digital Communications Lead to monitor media and communications activity and data
- Collaborate with Community Engagement Lead to coordinate guest appearances for Community and Clinical Champions
- Develop and manage our email communications in collaboration with Digital Communications Lead
- Work with Communications Officer and Digital Communications Lead to develop PANDAs Social Media strategy
- Work with the team to develop and deliver the PANDA social media content plan
- Ensure communications and content activity is undertaken collaboratively with PANDA's Community and Clinical Champions to ensure that co-design is central to our approach
- Ensure the voice of community (clinical and lived experience) is woven into all communication and media activity
- Maintain confidentiality of information pertaining to PANDA clients, partners and funders.
- Ensure all communication materials comply with PANDA's agreed positions and core values, relevant national and state fundraising legislation and National Privacy Principles
- Perform other duties as required to support PANDA's mission.

Key Selection Criteria	
Essential	<ul style="list-style-type: none"> • Tertiary qualifications and experience in a relevant field, such as communications, public relations or media • Passion for writing and interpreting health information for the general population • Experience working with the media, journalists and producers • Experience developing Integrated Communications Plans for projects and campaigns • Experience in project management and meeting deadlines • Demonstrated experience developing and publishing content on social media, in particular Facebook and Instagram • Experience using website CMS and email platforms • Demonstrated relationship building skills, in particular people with lived experience • An understanding of and willingness to work positively to support families affected by perinatal mental illness.
Desirable	<ul style="list-style-type: none"> • Experience using Salesforce highly regarded • Experience using SharePoint • Familiarity with the not for profit health/mental health sector • Understanding of accessible communications principles that adhere to health literate principles
Personal Qualities:	<ul style="list-style-type: none"> • Compassionate and socially minded with understanding and respect for the purpose and vision of PANDA • Passion for working collaboratively within a team environment with a wide range of staff and volunteers • An active team player interested in contributing to the wider organisation • Love to work in an organisation that supports people to be the best they can be • Commitment to working in line with the PANDA values.

Health and Safety Responsibilities

All staff are required to take reasonable care for their own health & safety, and the health and safety of others who may be affected by their conduct.

Employee Name

**Employee
Signature**

Date

Reviewed: 31 August 2021