

ROLE DESCRIPTION

Role Title:	Communications Officer
Role reports to:	Manager, Communications & Marketing
Role Created/ Reviewed Date:	July 2017 / Reviewed June 2022 / July 2025
Criminal History Clearance Requirements:	<input type="checkbox"/> Aged (NPC) <input checked="" type="checkbox"/> Child- Prescribed <input type="checkbox"/> Vulnerable (NPC) <input checked="" type="checkbox"/> General Probity (NPC)

ORGANISATION

Overview

Emerging Minds is dedicated to advancing the mental health and emotional wellbeing of infants, children, adolescents and their families in Australia. Emerging Minds develops mental health policy, services, interventions, training, programs and resources in response to the needs of professionals, children and their families. Emerging Minds partners with family members and national and international organisations to implement evidence-based practice into the Australian context.

Emerging Minds strives to build and nurture a culture where inclusiveness is a reflex, not an initiative. Different ideas, perspectives and backgrounds create a stronger and more creative work environment.

ROLE CONTEXT

Primary Objective(s) of role:

Reporting to the Manager, Communications & Marketing, the Communications Officer is responsible for a comprehensive, multi-platform approach to communication, marketing, media and engagement services. The role focuses on the provision of high quality digital and traditional communications and support, by providing advice and assistance in the development, implementation and evaluation of communications and marketing strategies, including the identification of positive opportunities for Emerging Minds.

Direct Reports:

- Nil

Key Relationships/ Interactions:

Internal

- Reports to the Manager, Communications & Marketing.
- Communications and Marketing team.
- All Emerging Minds employees.

External

- External contractors.
- Existing and potential partners and major national stakeholders Key health communication.
- organisations and media stakeholders in infant and child mental health.

Challenges associated with Role:

Major challenges currently associated with the role include:

- Assisting in the development of innovative marketing and communications activities and resources to support Emerging Minds' Strategic Communication's plan.
- Coordinating high quality digital communications content across web and social media platforms.
- Building collaborative relationships with; and providing consultancy and communications advice to key internal and external stakeholders.

Delegations:

- Nil

Performance Development

The incumbent will be required to participate in the organisation's Performance Review & Development Program. This will include a regular review of the incumbent's performance against the responsibilities and key result areas associated with their position and a requirement to demonstrate appropriate behaviors which reflects a commitment to the organisation's values and strategic directions.

General Requirements:

Managers and employees are required to work in accordance with including, but not limited to: *Work Health and Safety* legislation when relevant WHS Defined Officers must meet due diligence requirements.

- Equal Employment Opportunities (including prevention of bullying, harassment and intimidation)
- Fair Work Act
- Relevant Awards, Enterprise Agreements
- Duty to maintain confidentiality
- Smoke Free Workplace
- Code of Conduct
- Emerging Minds Policies and Procedures

Special Conditions:

- An Australian citizen or resident with the right to work in Australia.
- Some out of hours work, including intra and interstate travel will be required. Overnight absences may be required. The employee must be willing to fly (subject to COVID-19 restrictions and Government health advice).
- It is a condition of employment that the employee is fully vaccinated (as determined by the employer) against COVID-19 to the satisfaction of the employer and provides the employer with evidence it considers satisfactory. These are both inherent requirements of the employee's position. Being fully vaccinated includes booster injections.
- The appointment is subject to the provision of a current National Police Certificate and a Child Related Employment Screening.
- Provision of a current National Police Certificate, to be renewed every three years thereafter from the date of issue.
- A minimum current South Australian 'Class C' (or interstate equivalent) driver's license is essential. The employee must be willing to drive throughout the course of their duties.
- This position is subject to a 6-month probationary period.

Key Result Area and Responsibilities

Key Result Areas	Major Responsibilities
Communications and marketing	<ul style="list-style-type: none"> • Coordinating digital communications including web and social media platforms, producing content, monitoring, maintenance, analysis and reporting. • Applying best practice and innovative approaches to all social media strategy, activities and engagement. • Undertaking specific communication tasks including writing media releases, speeches, newsletters, ad and web content, briefing notes, presentations, project plans and reports at a professional level. • Researching and preparing material for publications appropriate to the target audience. • Assisting with design and production of external publications. • Typesetting resources into existing InDesign templates. • Supporting the specialist functions within the Communications and Marketing team including coordinating podcast production, typesetting resources and proof reading. • Coordinating conference exhibitions and displays. • Providing communications advice and communications coordination for Emerging Minds resource development working groups, including developing communications plans for resource releases.



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Advancing the
mental health
of infants, children
and adolescents

	<ul style="list-style-type: none"> • Self-managing and researching special projects as required including assisting with the coordination of events and functions. • Assisting in the development of a range of communications tools for media communication. • Producing monthly tracking reports on media and communications issues. • Assisting in managing the performance of external suppliers to deliver communication products and services including branded merchandise, advertising, graphic design, video production, print and other related services commissioned by the team or project. • Identifying and escalating any risks or issues associated with communications and/or other related activities and liaising with relevant key stakeholders to ensure that appropriate mitigation strategies are implemented. • Assisting in the development, implementation and evaluation of social marketing or information advertising campaigns.
Stakeholder Engagement	<ul style="list-style-type: none"> • Building collaborative relationships with and providing consultancy and communications advice to key internal and external stakeholders. • Contributing to the development and evaluation of Emerging Mind's communications frameworks and plans. • Advising and supporting the work of Emerging Minds through the provision of briefing notes, internal and externally published information for stakeholder communications, media and website.
Continuous Improvement	<ul style="list-style-type: none"> • Ensuring the quality of communications and marketing services is continually evaluated and improved through developing a culture of risk awareness and responsiveness. • Assisting in monitoring, evaluating, reporting and encouraging continuous improvement of services.

Knowledge, Skills and Experience

ESSENTIAL MINIMUM REQUIREMENTS	
Qualifications	<ul style="list-style-type: none"> A relevant undergraduate qualification (e.g., in communications, marketing, health promotion).
Experience	<ul style="list-style-type: none"> A minimum of two years' relevant experience in a similar role (e.g., digital marketing, social media, communications, public relations).
Communication and Interpersonal Skills	<ul style="list-style-type: none"> Proven ability to write for a range of audiences with a particular emphasis on detail, accuracy and plain English, and to apply highly developed liaison, negotiation and verbal communication skills. Demonstrated record of engaging and/or undertaking: <ul style="list-style-type: none"> event coordination; web content development; and data analysis relating to communication strategies. Demonstrated commitment to high-level customer service and an ability to communicate, negotiate, and liaise with all levels of internal and external clients. Demonstrated interpersonal and networking skills including the ability to communicate with diverse groups of people within public, private and non-government sectors. Ability to effectively manage and market a brand. Some experience in the research, development and implementation of communication plans. Some experience in market research and the development/implementation of marketing and advertising campaign strategies. Experience in managing the development and production of communications collateral such as publications, brochures, websites and promotional materials. Proficiency in Adobe Creative Suite, particularly InDesign, Photoshop and Illustrator.
Remote Working Skills (if applicable)	<ul style="list-style-type: none"> Demonstrated capability to work remotely/independently to successfully achieve the key performance indicators and objectives of this role, and the team within prescribed timelines. Demonstrated ability to establish effective working relationships, and engage collaboratively with members of your team, other employees of Emerging Minds, and external stakeholders, whilst working in a virtual environment. Demonstrated experience and confidence in utilising video conferencing platforms, online tools and resources.
Knowledge	<ul style="list-style-type: none"> Demonstrated understanding of the intergenerational impact of colonisation and trauma, in particular, on Aboriginal and Torres Strait Islander people's social and emotional wellbeing.
Organisational Skills	<ul style="list-style-type: none"> Proven ability to determine priorities, meet tight deadlines, and produce high- standard work under pressure.
DESIRABLE CHARACTERISTICS	
Attributes/Experience	<ul style="list-style-type: none"> Experience in working in a mental health service or health promotion environment.

Approvals

Role Description Approval

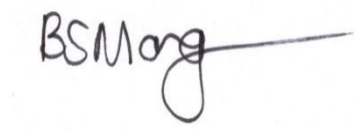
I acknowledge that the role I currently occupy has the delegated authority to authorise this document.

Name: Bradley Morgan

Role Title: Program Director

Signature:

Date: 14/7/2025



Role Acceptance

Incumbent Acceptance

I have read and understand the responsibilities associated with the role and organisational context as described within this document.

Name:

Signature:

Date: