



**headspace**

National Youth Mental Health Foundation

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[headspace.org.au](http://headspace.org.au)

## Position Description

### Media and Communications Coordinator

**Location:** National Office - Melbourne

**Department:** Strategic Communications

**Level:** HS4

**Employment Type:** Maximum Term, Full time

**Approved By:** Simone Williams

**Date Approved:** May 2018

**Agreed By:** \_\_\_\_\_

**Date Agreed:** \_\_\_\_\_

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#### 1. HEADSPACE VISION

All young Australians are supported to be mentally healthy and engaged in their communities.

#### 2. HEADSPACE MISSION

**headspace** collaborates to design and deliver innovative ways of working with young people to strengthen their mental health and wellbeing.

#### 3. HEADSPACE VALUES

It is a requirement of all **headspace** positions that work will be undertaken in line with the **headspace** values as follows:

- Innovative – We have the courage to explore new ideas and take new approaches
- Collaborative – We bring the right people together to get the best result
- Inclusive – We respect and value diversity and believe everyone counts
- Achieve – We are responsive to community needs and deliver on expectations
- Passionate – We are dedicated to making a difference in the lives of young people and their families

#### 4. POSITION SUMMARY

The Media and Communications Coordinator is responsible for coordinating media/communications activity across the **headspace** network. The role supports the delivery of the **headspace** media function and the roll out of the **headspace** national and local media strategy. The Media and Communications Coordinator will work closely with members of the Strategic Communications and Marketing team and will collaborate extensively across the organisation.

#### 5. POSITION CONTEXT

The Media and Communications Coordinator will be an experienced and innovative professional, with knowledge and experience in media relations and strategic communications. This role forms part of the Strategic Communications and Marketing Division at **headspace** national (hN) and reports to the Media and Communications Manager. The Strategic Communications and Marketing Division is responsible for internal and external communications and marketing, fundraising, brand management, media and social media engagement, community awareness campaigns and stakeholder engagement.

#### 6. KEY RESPONSIBILITIES/OUTCOMES

- Assist with the execution of local and national media needs across the **headspace** network
- Provide media and communications support to a range of key **headspace** projects and initiatives
- Provision of daily media monitoring and reporting, including compiling media activity reports for national and local media mentions
- Contribute to the delivery of the media function including fielding media requests and facilitating responses; assisting to maintain key corporate messages, statistics, content and positioning statements; coordinating media training for key **headspace** staff and spokespeople; and maintaining the media contact list and the media enquiries log.
- Establish and maintain relationships with media
- Coordinate responses for general public and student enquiries related to **headspace**
- Contribute to the development and promotion of traditional and digital communication materials for a range of **headspace** projects and initiatives
- Proactively identify opportunities to promote the work of **headspace** and its services
- Provide support on key priorities and major projects of the Strategic Communications and Marketing team, including stakeholder and community engagement, campaigns, media, events, and corporate partnerships.
- Undertake out of hours work and travel where appropriate.
- Model and demonstrate constructive working relationships and information exchange within the team and across the organisation.
- Any other duties consistent with the position where required by the Media and Communications Manager and/or Executive Director of Strategic Communications and Marketing and/or **headspace** Executive.

#### 7. SELECTION CRITERIA

The following criteria must be met for consideration for this position:

##### 7.1 Essential

- A tertiary qualification in marketing, communications, media, or a related discipline, and/or equivalent demonstrated experience in a related field.
- Minimum 4 years' experience in media demonstrating well-developed media skills and a working knowledge of the Australian media environment (traditional and digital)
- Experience with media monitoring tools such as iSentia

- Proven track record in fielding media enquiries and developing media responses
- Well-developed writing skills that can be applied across a variety of marketing and communication needs
- Experience managing relationships with media and other stakeholders
- Strong interpersonal and presentation skills to build relationships both internally and external to the organisation.
- Ability to work collaboratively, to prioritise work requirements, work autonomously when appropriate, consult appropriately and respond to direction in a fast paced environment
- Demonstrated high level initiative and problem solving capability.
- Adept at managing conflicting deadlines and priorities in a timely manner.

## 7.2 Desirable

- Experience in a government, government agency or not-for-profit communications setting
- Experience or understanding of the mental health, or broader health sector.

## 8. POLICIES AND WORKPLACE PRACTICES

All **headspace** employees are required to acquaint themselves with the organisation's policies and procedures and to abide by them at all times.

It is expected that at all times, employees will:

- be respectful towards the organisation, colleagues, clients and the general public
- be cognisant with and uphold the objectives and philosophy of **headspace**
- act collaboratively with all colleagues
- act in a safe and responsible manner at all times