



Are you the
Communications
Manager we are
looking for?



Communications Manager

Position Summary

The Communications Manager is responsible for developing and delivering the communications and engagement activities and programs that support and build the Open Dialogue Centre's brand, its marketing strategy and its national campaigns. This position will work to ensure that Open Dialogue Centre's promotional and positioning activities are aligned with organisational objectives and the changing needs of Centre partners and funders.



Open Dialogue is an approach that supports people in their recovery journeys from mild or significant experiences of distress. The approach employs principles that see every person as an active participant in their own care, with a social network which may include invited family, friends, carers and supporters.

About the Open Dialogue Centre (ODC)

The Open Dialogue Centre is a recently formed, national, for-purpose organisation that sets out to transform the provision of mental health care in Australia. The Centre was established as a joint venture between GrantFamily Philanthropy and Relationships Australia NSW. The Centre supports organisations in delivering person-centred mental health care that involves family and community. We are a small but growing team and work with a selection of supporting consultants. The Centre commenced operations in late 2021. You can read more about the Open Dialogue Centre on our [website](#).



“Alfred Health’s Child Youth and Mental Health Services (CYMHS) and the headspace Early Psychosis Program’s journey with Open Dialogue (OD) began in 2017, with most staff having completed training in OD since. We are now working in collaboration with Open Dialogue Centre to actively explore opportunities for widespread adoption across our services.

Our engagement with the Open Dialogue Centre has kept us on track with our ambitions for OD implementation. They have supported us in developing a roadmap for the future and are supporting us in co-designing and operationalising a plan to continue the implementation of dialogical practices.”

Glenda Pedwell, Deputy Director, CYMHS / August 25/ 2022



Open Dialogue
Centre

What we are
looking for from
our new
Communications
Manager.



Key Responsibilities

Working closely with the executive team, this role will:

- Oversee the development and delivery of the overall communication strategy for ODC in support of the Centre's organisational purpose and outlined in the Strategic Plan
- Generating high quality content for multi-channels, translating complex information into engaging messages and stories, and creating online and offline materials including Blog stories, media releases, presentations, speeches, videos, marketing materials, and web and social media content
- Initiating, creating, and implementing digital communication and marketing campaigns and activities that support ODC's organisational purpose
- In consultation with the CEO, manage the communications and marketing budget, timelines and reporting.



Person Specification

The Communications Manager will be a professional with an interest in innovative and collaborative ways of working. They will have excellent skills in writing and editing engaging content and have knowledge and experience in the development and delivery of marketing and communication strategies to attract interest from audiences in different sectors and communities around Australia.

Essential

- A tertiary qualification in marketing, communications, media, or a related discipline, and/or equivalent demonstrated experience in a related field
- Strategic marketing and communications skills with experience in leading social marketing campaigns and/or experience in community engagement methodologies.
- Highly developed written and verbal communication skills and a strong attention to detail to ensure accuracy in content that is distributed
- Demonstrated experience in developing successful marketing and communication strategies.
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- Proven track record in successful delivery and evaluation of communications material and campaigns
- Proven track record in building and managing relationships with a range of internal and external stakeholders, including senior executives
- Ability to meet deadlines, demonstrate effective time management and adapt as necessary to the demands of multiple projects
- Self-starter with a proven ability to work independently and contribute effectively as a team member
- Good organisation skills including the ability to prioritise workload within agreed parameters.
- Proficient in the use of Microsoft Office Suite and website navigation

Desired

- Experience with WordPress (Page Development and editing, basic HTML), Email Marketing (Active Campaign or Mail Chimp), Google Analytics and Canva
- Understanding of communications analytics (e.g. LinkedIn Insights, Facebook Insights, GoogleAnalytics)
- Experience with Graphic Design (Coordination and/or production)
- Delivering on large scale communication plans for projects and initiatives across a national engagement framework
- Experience with Event Management and Coordination
- Experience in a government, government agency or not-for-profit marketing setting.
- Understanding of the mental health, or broader health sector in Australia
- Experience working in the philanthropic sector in Australia.



Special Conditions

- Must be prepared to undertake out-of-hours work and travel, where appropriate.
- Must be able to work in a hybrid format, partly from home / remotely and partly from the office in Macquarie Park in North West Sydney
- Must have an up-to-date Australian Federal police check demonstrating no criminal history

We recognise that we are strengthened by diversity and are committed to providing a work environment in which everyone is included, treated fairly and with respect.