



Brand & Marketing Communications Manager

Putting health in mind



**Black Dog
Institute**

POSITION DESCRIPTION

<i>Brand & Marketing Communications Manager</i>	
DEPARTMENT	Marketing & Communications
PORTFOLIO	Knowledge Translation
REPORTS TO	Head of Marketing & Communications
DIRECT REPORTS	Two Internal Communications Officer & Communications Assistant
LOCATION	Randwick
AWARD	Health Professionals & Support Services Award 2010
AWARD CLASSIFICATION	Support Services Level 8
INSTITUTE JOB BAND	C
POSITION STATUS/TENURE	Permanent Full Time
DATE PD APPROVED	September 2019

1. ABOUT THE BLACK DOG INSTITUTE

Founded in 2002, The Black Dog Institute is a not-for-profit Medical Research Institute and a global leader in translational mental health research. We harness the latest technology and other tools to quickly turn our world-class research findings into clinical services education and e-health products that improve the lives of people with mental illness and the wider community. Our areas of strength include suicide prevention, e-mental health, workplace mental health, novel treatments and prevention in young people.

Our mission is to enable mentally healthier lives through innovations in science, medicine, education, public policy and knowledge translation.

Our values are a key part of our integrated approach and are a critical component of our organisational culture as they guide our decisions and behaviours. Institute staff and management have created and adopted the values of:

Respect – Compassion – Excellence – Collaboration – Innovation

The Black Dog Institute is proud to offer a dynamic working environment for our staff. We are invested in maintaining a positive workplace culture which values people and their wellbeing. We offer a varied wellbeing program tailored to staff needs and provide opportunities to attend learning and development seminars, engage in health and fitness activities as well as social events. We also offer flexibility in working hours and promote a healthy work life balance.

2. JOB PURPOSE

Reporting to the Head of Marketing and Communications, this role is a key part of the marketing and communications function at the Black Dog Institute. This will primarily involve assisting in the planning and execution of all brand, marketing and communication activities developed in response to the organisation strategic plan.

The role is focused on creating engaging and compelling communications across a range of channels for a broad range of audiences including consumers, health professionals, donors, fundraisers, volunteers, businesses, researchers and other stakeholder groups. The role provides support in defining our brand as well as the value proposition of our products and services.

3. DUTIES

3.1 Strategy

- Develop messaging communications strategy and hierarchy to establish message framework and the creation of central content that can then be re-purposed and used across the organisation for multiple channels and audiences.
- Champion (with the Internal Comms Officer) the development of Black Dog messaging enabling us to differentiate and clearly share our vision, mission and work with the outside world.

3.2 Manage Design & Development

- Develop, design and write new content and leverage/re-purpose existing content across print, online and advertising channels in consultation with the Head of Marketing and Communications.
- Manage and deliver the design, content and production of marketing collateral, such as brochures, flyers, reports, government submissions and other resources.
- Responsible for the delivery of the Annual Report. Writing, briefing and liaising with external suppliers including designers, mailing houses and printers as required.
- Management of Voice, Identity and Reputation – helping us to maintain brand integrity. Includes developing brand guideline updates and the development of other processes and toolkits that enable the organization to deliver work on brand every time.
- Create and maintain an asset library that contains all approved brand assets including, photography, icons, infographics, copy, illustrations – includes creation of assets ongoing and managing the sharing of this content

- Support the development of our brand hierarchy ensuring products and services are named and clearly branded.

3.3 Stakeholder Consultation

- Respond to enquiries and requests from external stakeholders for Black Dog mental health information and materials and maintain a register of requested collateral.
- Proactively seek to develop integrated campaigns that leverage and combine the collective activities of the organization – such as coordinated and cohesive approach to Mental Health Awareness Month.
- Work closely with the Digital Marketing and Communications Manager to develop and plan communications as well as working closely with the media team to develop the content roadmap

3.4 Partnerships and Staffing

- Support and manage our marketing partnerships and contra-based activity as well as support and brand guidance to our Partnerships team.
- Leading and inspiring a team of two communications experts

3.7 Work, Health and Safety

- Ensure self and all staff comply with all WHS legislation WHS Policy and Procedures
- Report any WHS hazards and significant issues to Head of Operations, People & Culture or delegate
- Work in a safe manner, applying a duty of care
- Train new staff and coach existing staff in WHS practices

Note: the list of responsibilities is not exhaustive and the Institute may change or request additional activities to meet the operational needs of the business

4. SELECTION CRITERIA

Essential Criteria

1. A relevant tertiary qualification in Marketing, Communications, Digital, Design or related field
2. 3- 5 years' work experience in a brand and marketing and/or communications role – with examples of major projects across campaign delivery, cross functional team management, brand identity, collateral and content creation etc.
3. Exceptional and creative written communications skills
4. Passion and drive for keeping up to date with industry best practice in comms
5. The ability to understand the audience and create 'customer' centric communications
6. Excellent interpersonal and oral communications skills and ability to work in a team
7. High level of attention to detail in grammar, writing and proofreading
8. Demonstrated experience in successfully managing projects, such as development of marketing materials and collateral, and ability to work successfully with external suppliers
9. Ability to work independently when needed, take a pro-active approach and complete tasks on time
10. Well organized, excellent project management skills and able to manage multiple projects with competing deadlines
11. Demonstrated confidence and self-starter, with a passion to learn
12. Empathy or alignment with mental health and wellbeing

Desirable

1. Some experience in Adobe Photoshop, Illustrator or InDesign
2. Experience in testing and innovating new ideas in communications

5. Acceptance

I acknowledge as the holder of this position, that I agree to display the organisational values and behaviours and work in accordance with the key responsibilities of the role detailed in this position description.

Name:

Signature:

Date:

Note: A copy of this signed acceptance is to be placed on employee's personnel record and a copy provided to employee