
COMMUNICATIONS LEAD

AUGUST 2021



Location:	Parkville
Division:	Business Transformation
Salary:	Commensurate with skills and experience plus superannuation and access to salary packaging
Employment type:	Full-time fixed term position available for 12 months
Position reports to:	Change Lead, Business Transformation

1. POSITION SUMMARY

The Communications Lead will be responsible for working with the communications team to refine the transformation program approach and develop project/stream communication strategies to address the risks and impacts of change to be implemented by the project.

Critical to this role is an understanding of stakeholder needs and perceptions and determining appropriate strategies for implementing project related communication deliverables. This role will identify and ensure all opportunities to educate stakeholders about transformational changes that are leveraged across the program.

The Communications Lead will ensure sustainable and positive outcomes/ experience from project implementation. Working across both the program's Change and Delivery streams, a well-rounded communications analyst will support both teams to deliver and support the critical change deliverables and activities in these streams.

2. POSITION CONTEXT

The outcomes of the Royal Commission into the Victorian Mental Health System enable a revolutionary new era of reform in mental health that will at last see youth mental health progress in the direction that we have pioneered together over the past 30 years.

Orygen delivers cutting-edge research, policy development, innovative clinical services, and evidence-based training and education for the mental health workforce to ensure that there is continuous improvement in the treatments and care provided to young people experiencing mental ill-health.

We are a complex organisation. Our activities and workforce are diverse and include:

- Five headspace centres in Craigieburn, Glenroy, Melton, Sunshine and Werribee that deliver primary clinical services to young people and are operated by Orygen.
- The Centre for Youth Mental Health, a University of Melbourne research and teaching department that is wholly seconded into Orygen. Centre staff are provided with Orygen email addresses and have the use of Orygen systems.
- Orygen Specialist Program (formerly referred to as Orygen Youth Health Clinical Program), a tertiary clinical service that is currently operated by North Western Mental Health, co-located with us at Parkville, Sunshine and Glenroy and also operating at sites in Footscray, and Wyndham. Whilst not under the governance of Orygen, Orygen Specialist Program works in close partnership with us.

- Orygen Digital, which develops and rolls out online clinical platforms that are fully integrated with 'in-person' clinical services.
- A training and development unit providing online and face to face training for the mental health workforce both nationally and internationally.
- A policy think tank drawing on Orygen's research and clinical expertise and partnering and collaborating with key content experts from Australia and around the world to advise government policymakers.
- Centralised professional support functions enabling the organisation to achieve strategic and operational objectives.

Orygen established the Transformation Project team to further strengthen the integration of the above systems, focusing on supporting Orygen's transformation program delivery. The transformation goal is to deliver Orygen's target operating model to become an integrated youth mental health service and translational medical research under a single governance structure that addresses the needs of young people and families.

3. ABOUT ORYGEN

VISION	Young people to enjoy optimal mental health as they grow into adulthood.
MISSION	Reduce the impact of mental ill-health on young people, their families and society.
VALUES	Respect, accountability, teamwork, excellence & innovation.
COMMITMENTS	First Nations people of Australia, young people and their families, LGBTIQA+ people & culturally and linguistically diverse people.

4. KEY RESPONSIBILITIES AND OUTCOMES

This role is responsible and accountable for:

- Developing and executing and evaluating strategic communications plans for Orygen transform program and streams.
- Creating and disseminating information on the transformation program to staff through Orygen's internal communications channels, and identifying potential new channels.
- Creating and disseminating information on transformation program to external stakeholders, particularly young people, through Orygen's external communications channels, and identifying potential new channels.
- Overseeing the implementation of communications activities—including potentially supervising staff, consultants, and subcontractors—including social media; website content management; drafting policy briefs and other documents; and multimedia content production.
- Designing, developing and delivering an intranet structure and content that supports the internal communications objectives of Orygen and Orygen Youth Health, particularly as they relate to transformation program.
- Designing, developing and delivering content for the Orygen website on the clinical stream that will be made possible through the transformation program.
- Leading knowledge management activities, including overseeing Transformation portal and management and crafting information management strategies.
- Ensuring that Orygen, its research and its clinical activities, are appropriately represented in the public domain and online, and ensuring Orygen's reputation is well-managed.
- Contributing to Orygen's social media channels including Facebook, Twitter, LinkedIn and YouTube.
- Planning, executing and evaluating communication strategies designed to build specific skills and capacities among key targeted audiences.
- Interfacing with clients, maintaining good relations, negotiating timelines and deliverables.
- Overseeing budgets, work plans, subcontracts and other aspects of project management.

- Participating in broader strategic planning and decision making across the various stream of the transformation program.

5. SELECTION CRITERIA

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

5.1 Essential

- A tertiary qualification in communications or a health-related discipline.
- Extensive experience working in communications in a health or research environment.
- Extensive experience in the development or redevelopment of a website or intranet.
- Experience developing and delivering internal communications campaigns.
- Experience developing and managing content across multiple communications channels.
- Proven communication experience in enterprise transformation programs.
- Proven ability to translate complex ideas into lay language.
- Demonstrated high-level interpersonal, verbal and written communication skills.
- Demonstrated ability to liaise and consult with staff at all levels.
- Ability to build and maintain effective working relationships with project team
- Highly developed organisational skills and the ability to work under pressure in a team environment to meet deadlines.
- Ability to work with and support young people to share their stories in ways that empower them and advance organisational goals.
- Ability to quickly experience and understand the organisation (Orygen's) culture
- Flexibility in terms of ability to accommodate changes in requirements and priorities – proven experience and skill in designing plans and approaches to manage uncertainties in requirements.
- A capacity to work independently in a fast-paced environment, work to appropriate timelines and demonstrate advanced problem-solving abilities.
- Highly developed organisational, administrative and time management skills.
- Highly developed analytical skills.
- Experience in using Microsoft Office products.

5.2 Desirable

- Experience working with Kentico CMS website platform.
- Experience leading and/or supervising communication resources.
- Experience working in and/or the management of youth mental health services.
- Understanding of youth mental health systems and the not-for-profit sector, and an ability to apply this knowledge to Orygen.

6. SPECIAL REQUIREMENTS

- Unrestricted right to live and work in Australia.
- A current National Police Check will be required.
- Any offer of employment is conditional upon receipt and maintenance of a satisfactory Working with Children Check.
- You may be required to work across more than one of Orygen's sites, which are currently located within the north and west of Melbourne.
- In line with Government guidelines, this position may need to be based at home during certain periods. As such a reliable internet connection will be required.

7. ACKNOWLEDGEMENT

Confirming this position description has been read and understood by:

Name:	
Signature:	
Date:	