

Position Details:

Position Title:	Stakeholder Engagement Officer
Employment Type:	Full Time for 12 months
Hours of Work:	1 FTE

About the Mental Health Council of Tasmania:

The Mental Health Council of Tasmania (MHCT) is the peak body for community managed mental health services in Tasmania. We represent and promote the interests of our members and work closely with Tasmanian Government agencies and Primary Health Tasmania to ensure sectoral input into public policies and programs. We advocate for reform and improvement within the Tasmanian mental health system.

Our purpose:	Strengthen and advocate for our communities and service providers to support the mental health and wellbeing of all Tasmanians
Vision:	Every Tasmanian has access to the resources and support needed for good mental health and wellbeing
Values:	Compassionate and respectful, collaborative and supportive, responsive and adaptive, leading and engaging

Position Summary:

The Stakeholder Engagement Officer is responsible for the planning, development, and implementation of a Member and Stakeholder Engagement Strategy including the recruitment and retention of new members, and the identification of other strategic opportunities. Working closely with the CEO, the Stakeholder Engagement Officer will lead advocacy campaigns in line with the MHCT Strategic Plan and build on government, member, and sector relations.

Relationships:

Reports to:	CEO, Mental Health Council of Tasmania
Direct reports:	Media & Communications Project Officer



Duties and Responsibilities:

- Develop, coordinate, and oversee the implementation of a Member and Stakeholder Engagement Strategy
 - Work with the MHCT team in the identification of MHCT member priorities in the development of advocacy campaigns
 - Develop and review member, stakeholder, and government communications in line with the MHCT Communications Strategy
 - Guide the development of final copy, including proof reading and editing
 - Identify and respond to strategic opportunities in collaboration with the CEO
 - Contribute to the design and delivery of member and stakeholder events
 - Ensure the CEO is regularly and appropriately updated on all media, government, and stakeholder activities
 - Work collaboratively with the CEO, management team and MHCT staff
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Required Skills and Personal Attributes:

The position requires a professional with a qualification and/or demonstrated experience in marketing, public relations and/or advocacy. Excellent written skills including writing content and editing together with demonstrated experience in relationship management, developing business opportunities and government liaison.

Key Performance Indicators:

- The Member and Stakeholder Engagement Strategy is well developed and documented, with the implementation well-coordinated to achieve its objectives
- MHCT advocacy campaigns are well developed and in line with identified member priorities and the MHCT Strategic Plan
- Member, stakeholder, and government communications are developed to increase engagement with MHCT
- All external communications are reviewed and edited in line with the MHCT Communications Strategy, providing thoughtful and constructive feedback to the MHCT team
- Strategic opportunities are Identify and discussed with the CEO in a considered and timely manner
- Member and stakeholder events are well designed and delivered to maximise engagement
- Regular updates are provided to the CEO on all media, government, and stakeholder activities



Selection Criteria:

Essential criteria:

- Qualification and/or demonstrated experience in marketing, public relations and/or advocacy
- Excellent written and oral communication skills including writing content and editing
- Demonstrated experience in relationship management and developing business opportunities
- Experience in developing and/or implementing a member or stakeholder engagement strategy
- Demonstrated experience working autonomously and as part of a small team
- Experience supporting staff to achieve workplan goals
- Strong organisational and administrative skills with intermediate computer literacy
- Demonstrated experience in building and maintaining positive working relationships

Desirable criteria:

- Experience working with a Peak Body or member based organisation
- Experience in executing short term marketing and/or advocacy campaigns
- Experience working in, or a good understanding of the Tasmanian mental health system
- Current drivers licence