

COMMUNICATIONS AND ENGAGEMENT ADVISER - #CHATSAFE

OCTOBER 2026

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POSITION SUMMARY

Location:	Parkville		
Functional area:	Communications and Fundraising		
Classification/ Salary:	\$100,000 - \$110,000 commensurate with skills and experience + 12% super + access to \$15,900 NFP salary packaging		
Job level:	3		
Reports to:	Media and Communications Manager		
Employment type:	Part to full time (0.8 - 1.0 FTE)		
Employment length:	2-year contract, with potential to extend		
Direct reports	-	Indirect reports	-

POSITION PURPOSE STATEMENT

The #chatsafe Communications and Engagement Adviser is responsible for planning, coordinating and evaluating a range of communication activities for #chatsafe across brand, publications, social media, and events with the goal to support young people to communicate safely online.

The #chatsafe Communications and Engagement Adviser will work closely with the Suicide Prevention Research Unit to create compelling communications and engage with key audiences to increase brand awareness and engagement with the #chatsafe resources both locally and internationally. The role also contributes to the delivery of co-design workshops with young people and coordinates a group of youth content creators, ensuring their voices and perspectives are central to #chatsafe activities.

About #chatsafe

#chatsafe is a product brand of Orygen. #chatsafe is the world's first evidence-based guidelines supporting young people to communicate safely online about self-harm and suicide. Developed by the Suicide Prevention Research Unit, the #chatsafe suite of resources includes national social media campaigns, targeted support for communities impacted by youth suicide, research and evaluation activities, resources for families, educators and communities, as well as international translations of resources for multiple countries and regions.

REVOLUTION IN MIND

About Communications and Fundraising

The Communications and Fundraising team's focus is to build and protect the reputation of Orygen through effective communication and storytelling while also working to promote a philanthropic culture that creates fundraising opportunities to support Orygen's mission.

POSITION FOCUS

	Key responsibility area	Percentage
1	Social media and digital marketing	40%
2	Communications	25%
3	Stakeholder engagement	15%
4	Events	10%
5	Other	10%

POSITION KEY RESPONSIBILITY AREAS

1. Social media and digital marketing

- Lead the planning, creation and editing of written, video and visual content for social media that enhances the #chatsafe brand and supports its goals, including helping young people to communicate safely online.
- Drive social media engagement and content development that grows and sustains an engaged, active and diverse online community, adapting content and approaches to suit different platforms and audiences
- Manage and track campaign budgets, evaluating effectiveness and identifying opportunities to improve reach, engagement and impact.
- Use social media analytics and audience insights to evaluate performance, optimise content and inform ongoing social media strategy and campaign decisions.
- Review analytics and develop and disseminate a range of reports to inform and support our social media management decisions and the outcomes of key social campaigns.
- Implement and track postvention campaigns on social media at the request of external stakeholders such as government departments or PHNs.

2. Communications

- Collaborate with the #chatsafe research team and Orygen communications team to develop and implement the #chatsafe communications strategy.
- Support the delivery of communication activities as outlined in the annual #chatsafe work plan, ensuring agreed outputs are achieved on time and to a high standard.
- Work collaboratively with all stakeholders to manage #chatsafe's content calendar to ensure a proactive content rich pipeline is in place aimed at engaging effectively with target audiences.
- Assist the #chatsafe team in producing relevant content for external publication, ensuring the content accurately reflects the #chatsafe brand, tone of voice.
- Ensure the Orygen and #chatsafe brands are appropriately applied to all communication materials (e.g. socials, website, newsletters, resources, presentations).
- Proactively identify opportunities to leverage #chatsafe resources and expand their brand awareness with relevant external audiences, promoting the activities and achievements of #chatsafe staff.
- Manage the publication of web content and delivery of email communications.
- Assist the Media and Communications Manager and #chatsafe leadership team in refining key narratives and ensuring consistent application of brand and messaging across all communication channels.
- Report on key metrics (including communications activities, reach, engagement) monthly for #chatsafe work plan and contribute to various Communications and Fundraising reports on a regular basis.

3. Stakeholder engagement

- Collaborate with young people regularly in co-design opportunities. This could include co-facilitating co-design workshops, briefing content creators, workshopping, and co-producing with young people to bring their ideas to life.
- Work together with the suicide prevention sector, social media industry and Primary Health Networks to develop shared communication opportunities and outcomes. Use these networks proactively e.g. via our socials to ensure we are building advocacy, building engagement with our own audiences and support for each other's initiatives and work.

4. Events

- Organise relevant events and #chatsafe's participation or representation in these events, which may extend to promoting the events on our socials and/or covering these events.
- Represent the Communications and Fundraising team in all #chatsafe related marketing initiatives and events, as required.

5. Other

- Develop reporting templates for internal and external stakeholders and funders.
- Contribute to other brand and marketing related initiatives as required.
- Undertake routine administrative tasks to support program delivery, such as reconciling social media credit card payments in line with Orygen's financial processes.

EDUCATION / QUALIFICATIONS

Essential	• Relevant tertiary qualifications.
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EXPERIENCE / SKILLS

Experience / skills	• Demonstrated experience creating and publishing content for social media. • Strong copywriting and copy-editing skills, with the ability to adapt content for different audiences and digital channels. • Strong knowledge of major social media platforms and an understanding of platform-specific content and best practice. • Experience using social media scheduling and publishing tools. • Strong social listening and monitoring skills, with the ability to identify relevant conversations, audience insights and opportunities for engagement. • Video and photo content creation and editing skills, including the ability to create engaging short-form social content and use content creation tools such as Canva. • Ability to identify and respond appropriately to emerging digital trends, platform developments and social moments. • Experience briefing and working with design teams to develop engaging content. • Experience publishing digital content both autonomously and in collaboration with stakeholders. • Knowledge of or experience in using subscription email services such as Mail Chimp or Campaign Monitor.
Personal attributes	• Reliable and efficient with close attention to detail. • Good understanding of mental health landscape and ability to work with sensitive subject matter such as suicide prevention. • Excellent internal and external stakeholder engagement and influencing skills. • Enthusiastic and positive attitude. • Ability to innovate and be flexible in finding solutions. • Willingness to work with all types of people, including varying internal and external stakeholders, as well as youth advisers.

	• Strong team player with the flexibility to step up and provide support where needed. • Impeccable time management skills with the ability to multi-task and plan in advance. • Ability to work with and support young people to share their stories in ways that empower them and advance #chatsafe goals.
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KEY RELATIONSHIPS

Internal	• Media and Communications Manager • Head of Communications and Media • Director of Communications and Fundraising • Head of Suicide Prevention Research Unit • Suicide Prevention Program Manager • #chatssafe research team • Other members of the communications and fundraising team
External	• Key sector communication contacts • Digital agency • Platform contacts • Marketing partners

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. • Occasional out of hours, evening and/or weekend work may be required, and some regional or interstate travel may be required.

SAFETY, HEALTH AND WELLBEING RESPONSIBILITIES

Employees are required to comply with all workplace health, safety, quality and wellbeing policies and procedures of Orygen. In addition, employees are expected to: • Take reasonable care for their own health and safety and that of others who may be affected by their actions or omissions and cooperate with Orygen's health, safety and wellbeing requirements. • Champion a culture of safety and wellbeing by following relevant policies, procedures, training and guidelines, and promptly reporting incidents, hazards, near misses and safety concerns. • Deliver work in accordance with Orygen's quality standards, clinical and practice guidelines governance, regulatory requirements, and continuous improvement processes. • Contribute to culturally safe, respectful and inclusive workplaces and services, and support the safety, wellbeing and safeguarding of all children, young people and families engaged with Orygen. • Recognise that work may involve exposure to sensitive information and potentially distressing content, including information related to mental health, and take steps to monitor and manage its impact on their own wellbeing.

ACKNOWLEDGEMENT

Confirming this position description has been read and understood by:

Name	<i>[insert name]</i>
Signature	<i>[insert signature]</i>
Date	<i>[insert date]</i>