



## Position Description

### Media and Communications Internship

<b>Location:</b>	Parkville
<b>Division:</b>	Strategy & Development
<b>Term of Appointment</b>	12 weeks, 2 days per week
<b>Approved By:</b>	Director, Strategy & Development
<b>Date Approved:</b>	
<b>Agreed By:</b>	Executive Director
<b>Date Agreed:</b>	

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#### 1. POSITION SUMMARY

The Media and Communications Intern position is an exciting opportunity for a young person aged 25 years or younger to gain experience and exposure to the world's leading youth mental health research and knowledge translation organisation, Orygen, The National Centre of Excellence in Youth Mental Health.

The position involves a 12 week placement (2 days a week) commencing in March 2017. The role will be located within the Media and Communications team working alongside researchers, policy advisors, clinical specialists and workforce trainers across the organisation.

Through the role it is anticipated the Media and Communications intern will develop;

- A greater understanding of content development processes for social and multi-media, website, internal & external communications and corporate publications.
- An opportunity to write media and promotional releases, pitch media opportunities, produce media monitoring summaries and prepare spokespeople with key messages and as assist with media training if required.
- An opportunity to increase interns' knowledge and understanding of the youth mental health sector in Australia, with an emphasis on Media and Communications.

## 2. POSITION CONTEXT

The position has been created as part of Orygen's Youth Engagement & Participation Strategy to provide opportunities for young people to be involved across all divisions and all levels of the organisation.

The Communication and Media Intern will be based within the Orygen's Media and Communications team and will provide assistance in all aspects of written and multi-media content development, social media and media opportunities in line with Orygen's Communications Strategy.

## 3. ORGANISATIONAL INFORMATION

Orygen, The National Centre of Excellence in Youth Mental Health is the world's leading research and knowledge translation organisation focusing on mental ill-health in young people.

At Orygen, our leadership and staff work to deliver cutting-edge research, policy development, innovative clinical services, and evidence-based training and education to ensure that there is continuous improvement in the treatments and care provided to young people experiencing mental ill-health.

Our work has created a new, more positive approach to the prevention and treatment of mental disorders, and has developed new models of care for young people with emerging disorders. This work has been translated into a worldwide shift in services and treatments to include a primary focus on getting well and staying well, and health care models that include partnership with young people and families.

Our vision is for all *Young people to enjoy optimal mental health as they grow into adulthood.*

Our mission is to reduce the impact of mental ill-health on young people, their families and society by:

- providing young people with emerging mental illnesses with stigma-free access to holistic, high quality and evidence-based clinical services.
- developing better interventions, treatments and service systems in youth mental health through research.
- supporting communities to better respond to mental ill-health in young people through public education and service development.

Our operating principles and values are:

- **Young people:** young people have the right to timely access to high quality, evidence-based, age-appropriate and respectful mental health care
- **Participation:** young people, families, and the community are key partners in improving young people's mental health
- **Evidence:** policy, practice and services in youth mental health should be informed by the best available evidence of what works
- **Innovation:** new approaches to prevention and care have enormous potential to improve mental health outcomes for young people
- **Optimism:** with appropriate supports young people can and do recover from mental ill-health and go on to achieve great things with their lives
- **Our people:** the quality and commitment of our team is integral to our success

Orygen has major collaborative partnerships with other research centres, and clinical-research organisations in Australia and around the world. These partnerships allow for the development and conduct of major research studies that will contribute to a better understanding of appropriate interventions and service systems for young people at different stages of mental ill-health.

Orygen partners with **headspace**: the National Youth Mental Health Foundation, and Orygen leads four **headspace** centres in the northern and western areas of Melbourne.

Orygen partners with a specialist regional youth mental health service (Orygen Youth Health Clinical Program (OYHCP) run by Melbourne Health), which operates from the same site as Orygen's main site at 35 Poplar Road Parkville. OYHCP offers specialist care to over 800 young people with serious mental disorders per annum.

The work of Orygen over the past decade has had a profound impact on early intervention and youth mental health, leading what could be argued is the most significant change in the mental health field during that time. This work has created a new approach and constructive attitude to the prevention and treatment of mental disorders, and new models of care for young people with emerging disorders. It has been translated into a world-wide shift in services and treatments to include a substantial focus on early intervention in health system approaches to mental disorders.

#### **4. KEY RESPONSIBILITIES/OUTCOMES**

The Media and Communications intern may be responsible for:

- Supporting the development of web content, internal and external communications and corporate publications.
- Supporting the coordination of reactive and proactive media opportunities as they arise.
- Writing media and promotional releases, developing web, social and multi-media content.
- Producing media monitoring summaries and media coverage reports Nationally and Internationally on topics of interest.
- Learning how to prepare media spokespeople through the provision of key messages, speech notes and media training where required.
- Providing advice and support to the Media and Communications team on issues that arise.

#### **5. SELECTION CRITERIA**

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

##### **5.1 Essential**

- Possess a keen interest in Media and Communications in the context of young people's mental health and wellbeing.
- Experience in writing, online content development and social media management.
- An ability to work and engage with a broad range of people from different backgrounds, particularly other young people.
- An understanding of, or willingness to learn about media and communication processes.
- Proficiency in the use of the Microsoft Office suite and social media platforms.

##### **5.2 Desirable**

- Qualifications: Currently undertaking studies in media, communications, multi-media or relevant work experience.

#### **6 JOB COMPLEXITY, SKILLS, KNOWLEDGE**

##### **6.1 Level of Supervision/Independence**

- Subject to direction and working with a considerable degree of autonomy, within the remit of the media and communications team
- Will have some project responsibility for diverse activities involving staff and other young people

##### **6.2 Problem Solving and Judgement/Risk**

- Responsible for supporting the achievement of organisational objectives and programs as detailed in the Communications Strategy

- Demonstrated capacity to review professional, public or organisational practices and processes related to Media and Communications
- Responsible for creative, planning and management functions related to media and communications

### **6.3 Professional and Organisational Knowledge**

- Duties at or above this level typically require a skill level which requires knowledge or training equivalent to:
  - Understanding meeting processes and procedures
  - Capacity to distinguish individual from organisational perspectives
- Generate and use a level of theoretical and applied knowledge related to media and communications
- Expected to bring an individual perspective on the development and implementation of new projects.

### **6.4 Special requirements**

- All workplaces are non-smoking environments
- Current Working with Children Check will be required
- A current National Police Check will be required
- Intra and interstate travel may be required.

## **7 POLICIES AND WORKPLACE PRACTICES**

All Orygen employees and volunteers are required to familiarise themselves with the organisation's policies and procedures and to adhere to them at all times.

It is expected that at all times, employees will:

- be respectful towards Orygen, supervisors and other colleagues, young people engaged in Orygen activities and their families, and the general public.
- be aware of and work to the objectives of Orygen.
- work collaboratively with all colleagues and external organisations engaged in Orygen activities.
- act in a safe and responsible manner at all times.

## **8 OCCUPATIONAL HEALTH and SAFETY (OHS)**

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.