
Community Development Officer

Team:	Growth and Innovation Team
Location:	Footscray
Date:	November 2020
Status:	Fixed term (7 months)
Reports to:	Growth and Innovation Manager

Our organisation

On the Line is a professional social health organisation that delivers outsourced digital counselling solutions on behalf of our funders. Our 24/7 telephone, online chat and video counselling services, are staffed by professional counsellors, psychologists or social workers who have experience working with a range of social and mental health issues.

Our mission

On the Line is a professional social health organisation providing counselling support, anywhere and anytime. We listen and encourage people to feel better: building resilience, fostering healthy relationships, and connecting people with community support.

Our vision

Encouraging people to feel better and create a life worth living.

Our values

Courage

- Brave and inspired leadership
- Owning our story
- Kindness and compassion for ourselves and others
- Generosity in spirit

Curiosity

- Explore possibility
- Listen, seek to understand
- Be interested in others, what they are passionate about and what drives and inspires them
- Open to new and different ways of working and seeing the world

Connections

- Creating a welcoming and meaningful work environment for ourselves and our clients
- Value and engage with others through the stories people tell
- Highly developed self-awareness. Understand how our actions affect others
- Creating harmonious connections with ourselves, others and our environment

Position purpose

On the Line delivers over 20 mental health and counselling services on behalf of government and commercial funders. Our professional counsellors help over 130,000 clients in a year through phone and online counselling.

The Marketing team, which is part of the Growth and Innovation team, provides marketing and communications support to over 10 service lines and the corporate brand. The team's role is to let key target groups know that help is available, anywhere and anytime. Marketing support provided includes websites, resources, blogs, self-help tools, social media, organic and paid campaigns, promotional material, online events and forums, and community engagement.

The Community Development Officer will develop and implement community engagement activities to grow awareness of the SuicideLine Victoria service within the health sector. The Community Development Officer will ensure the successful take up of the service, and play a primary and critical role in driving the growth of SuicideLine Victoria, and where appropriate other On the Line services in Victoria.

SuicideLine Victoria is a 24/7 counselling and case management service. The service is available via telephone, web chat, video, and the website. Professional counsellors and case managers can help anyone in Victoria who is experiencing emotional or mental health issues, thinking about suicide, worried about someone, or bereaved by suicide.

The Community Development Officer will help to build the profile of SuicideLine Victoria among health professionals and the wider health and community sector across Victoria. Focussed on raising awareness, driving engagement and connecting with the sector, the Community Development Officer will promote the following items:

Inbound referrals: Health organisations, health professionals, and community organisations can refer clients to SuicideLine Victoria to receive multi-session counselling or case management.

Multi-session counselling: Clients who present with a low to moderate risk can receive up to four sessions with the same professionally trained counsellor. The multi-session service can also be used to support clients who are on a waiting list or used as an interim service.

Case management: Clients are taken through a comprehensive needs assessment, and will work with the case manager to develop a four to six week action plan. The case manager facilitates appropriate supports in the community, including referrals to other service providers, and regularly checks in with the client.

Referrals: New referral pathways in and out of SuicideLine Victoria, allowing clients to receive integrated sector support. Referral pathways for additional On the Line services will also be developed if deemed appropriate in supporting Suicide Line Victoria.

Website self-service tools and online forum: Clients have the option of seeking help without speaking to a counsellor. Self-service resources and tools are on the website, alongside access to a peer-support forum and counsellor-led online group events.

Key activities

Sector engagement

- Develop and implement effective sector, stakeholder and community awareness raising and engagement activities and plans across Victoria to promote SuicideLine Victoria.
- Proactively identify key stakeholders, develop a database, and maintain relationships to ensure success of service line priorities and deliverables.
- Develop and present tailored communications to explain the service, benefits, and opportunity to partner.

Position Description



- Establish robust inbound referrals pathways with providers including: mental health providers, community health providers, vulnerable group providers, homelessness and housing services, National Disability Insurance Scheme (NDIS) funded providers, helplines and emergency relief providers, social support services, and primary health care providers.
- Identify and establish high-quality outbound referral points with other providers that are critical for SuicideLine Victoria clients to receive ongoing support. Providers include: mental health providers, community health providers, vulnerable group providers, homelessness and housing services, National Disability Insurance Scheme (NDIS) funded providers, social support services, and primary health care providers.
- Where appropriate, raise the profile of additional On the Line services (e.g. Primary Health Network counselling services) and establish inbound and outbound referral pathways that supports the needs of Victorians.
- Manage and update the Jigsaw outbound referral database.
- Work with the Marketing team to ensure consistency of messaging and service delivery.
- Promote the On the Line corporate brand and service offering, as part of the SuicideLine Victoria engagement plan.
- Collaborate with the Marketing team to develop essential information and promotional material to increase brand awareness and encourage inbound referrals.
- Coordinate logistics for virtual and in person events, including creating and delivering presentations, and organising promotional and display material.

Reporting and insights

- Prepare reports on activities and engagement, and provide analysis to maximise return on investment.
- Provide high-quality insights to influence future marketing and communications plans.
- Contribute to monthly department reporting.

Growth and Innovation team

- Contribute to broader marketing efforts to achieve department goals.
- Perform other duties as required to support the objectives of organisation.

What you bring to the role

- Tertiary qualifications and / or experience in complex, health or community-based environments
- Excellent written, verbal and presentation skills
- Experience developing and implementing community engagement activities
- Knowledge of the health sector
- Strong knowledge of Microsoft Office (e.g. Word, Excel, PowerPoint, Outlook, Teams)
- A current National Police Records Check (or willing to apply for one)
- Working with Children Check (or willing to apply for one)
- Driving license and preparedness to travel across Victoria (once it is COVID-safe)

What you will need to demonstrate

- Solution focused attitude and a growth mindset
- Exceptional attention to detail
- Strong networking skills and ability to develop effective working relationships
- Ability to work within a team
- Motivated and ability to use own initiative while remaining accountable for your own work
- Excellent time management and organisational skills

Health safety and wellbeing

All employees at On the Line have a shared responsibility to advocate for a healthy and safe working environment. This means that you will take reasonable care to protect your own health and safety and that of any other employee or visitor in our working environment. We all have a responsibility to report any incident or injury and to embrace key initiatives that minimise risk to you, your colleagues and On the Line.

Decision making authority

You will work collaboratively with the Head of Growth and Innovation and have co-authorisation or decision-making authority (refer to the Delegations of Authority Policy).

Dimensions and working relationships

Team members supported	Nil
Working relationships	Head of Growth and Innovation Marketing Coordinator Digital Manager Content Manager Web Digital and Content Producer Service Design and Growth Manager Commercial Relationships and Contracts Manager Business Intelligence Analyst Policy Research and Bid Writer Other On the Line staff as required
Shift requirements	Monday to Friday full-time – office based with option to work from home one day a week.

Position description maintenance

Reviewed Last:	November 2020
Conducted By:	Head of Growth and Innovation
Approved By:	Chief Executive Officer
Next Review:	June 2021
Risk Rating	LOW MEDIUM HIGH EXTREME