



LivingWorks is seeking a  
**Communications Specialist**  
**18-month, full-time role**

### About LivingWorks

For nearly four decades, we've wondered: how can we make the world a better place? At LivingWorks, that comes in the form of saving lives from suicide. We make it possible with innovative, evidence-based training that can empower anyone to recognise someone's distress and take action to keep them safe. Everyone has a role to play, and we have training programs for a diversity of helping roles.

We are honored to be training communities and organisations around the world. Health professionals, military personnel, veterans, teachers, corporations, volunteers, construction workers, and countless others rely on our training to save lives every day.

LivingWorks is a mission-driven, social enterprise company. This means:

- We exist for our mission: to make communities everywhere safer from suicide.
- Everything we do, and how we do it, must contribute to our mission.
- Profit is an 'outcome' of what we do, not the 'why' of what we do.
- Profit ensures the sustainability of our organisation to serve our mission.

### Position Purpose

Reporting to the Director of Suicide Prevention for an 18-month term, the Communications Specialist will ensure that the LivingWorks communication and marketing activities bring our stories to life. This role involves helping to manage our online and offline communication with clients and increasing brand awareness.

### Key Responsibilities

- Provide input and implement LivingWorks marketing and communications strategy.
- Coordinate the design of promotional material and distribute in online and offline channels.
- Develop and maintain LivingWorks' online presence and community through both web and social media platforms.
- Plan interviews and conferences.
- Produce marketing copy for our website.
- Craft and send regular newsletters.
- Write promotional copy and help create graphics and design for promotional materials.
- Use digital analytics to monitor our audiences and the impact of our campaigns.
- Enhance the look and appearance of key documents and marketing materials to meet quality and customer need.



## Key Attributes

**EDUCATION:** Degree in Communications, Marketing, Public Relations, Journalism, or a related field.

**EXPERIENCE:** Four (4) or more years of progressive experience in communications, marketing, and/or journalism, including social media, storytelling, and developing promotional materials.

**COMPETENCIES AND ATTRIBUTES:** The following competencies and attributes will be essential to succeed in this role:

- Strong social media skills including creating and curating content, community-building, developing and optimising social ads;
- Experience managing and updating websites using web CMS platforms;
- Intermediate proficiency with Google Analytics, and knowledge of digital analytics generally;
- Excellent writing and grammar skills with a talent for creating engaging copy;
- Strong interviewing and journalism skills to turn stories into compelling content;
- Thorough understanding of communications principles and best practices, especially in the digital sphere;
- Ability to think and plan strategically;
- Growth-oriented mindset to learn from experiments and explore new ideas;
- Comfortable working and engaging with a wide variety of people and roles;
- Compassion and sensitivity around the issues of suicide and mental health; and
- Flexibility to meet deadlines and respond to emerging issues.

In addition to the essential competencies and attributes outlined above, the following would be considered assets:

- Familiarity with the mental health or suicide prevention field

The incumbent will work from home and will require travel on occasion for team and client meetings . The position is a 12-month contract, with the possibility of extension for the right candidate.

## How to Apply:

Sound like a fit? We'd love to hear from you. In addition to working toward a life-saving mission, LivingWorks offers a competitive compensation package. Applications received via [seek.com.au](https://seek.com.au) by 9 August 2021.

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