



POSITION DESCRIPTION

Position	Mental Health Promotions Officer
Contract	Permanent
Hours	0.6FTE (45.6 hours per fortnight)
Location	Workzone, Level 1, 1 Nash Street, Perth, 6000
Reports to	Manager Operations and Business Development
Approved	Chief Executive Officer
Date/Signed	April 2026

Job Purpose

The Mental Health Promotions Officer is tasked with planning, coordinating, and executing major mental health events, in addition to developing marketing strategies and pursuing sponsorship opportunities. The primary objective of this role is to enhance community awareness and engagement with mental health programs while ensuring that all initiatives are consistent with the organisation's objectives and values.

This position involves comprehensive event management responsibilities, including meticulous planning, oversight of operational logistics, preparation of marketing materials across multiple channels such as social media, digital advertising, public relations, effective on-site event management, and thorough post-event evaluation and reporting to ensure alignment with the organisation's strategic direction.

Reporting directly to the Manager of Operations and Business Development and collaborating closely with the Communications Officer, this position demands strict compliance with project budgets, effective coordination with vendors, and proactive engagement with stakeholders.

Key Responsibilities

This position coordinates WAAMH's events, marketing and sponsorship opportunities under the supervision of the Manager Operations and Business Development to deliver the following:

- Organise and oversee major events that promote mental health awareness and support community engagement.
- Develop and implement marketing strategies to highlight mental health services, resources, and events.
- Develop and maintain sponsorship relationships, including reporting and communication with sponsors to ensure alignment and accountability.
- Collaborate with internal and external stakeholders to maximise event reach and impact, including hosting a monthly promotional meeting with WAAMH staff members.
- Monitor and evaluate the effectiveness of promotions, events, and sponsorship initiatives.

- Prepare regular reports for the Manager Operations and Business Development regarding event outcomes, marketing performance, and sponsorship activities.
- Ensure consistent adherence to brand standards and ongoing brand maintenance.

General

- Participate in organisation wide activities including team meetings and events.
- Actively engage in professional and cultural development opportunities.
- Maintain and promote effective working relationships and a high standard of service on behalf of WAAMH.
- Understand and work in accordance with WAAMH's values and guiding principles.
- Ad-hoc duties as required by WAAMH.

WAAMH VALUES

- **Respect** - Understanding mental health challenges are a normal part of the human condition, having compassion, valuing the dignity, unique qualities, knowledge and experience of each person.
- **Self-determination** - Upholding the dignity of choice, self-direction, hope for the future and control over our life and destiny.
- **Inclusion** - Fostering engagement, collaboration, and partnership; encouraging diversity and listening.
- **Integrity** - Acting with authenticity and curiosity; being prepared to question and critique, critically consider evidence; pursue excellence.
- **Courage** - Being persistent, tenacious, and steadfast in pursuing WAAMH's vision and values while acting with humility.

Selection Criteria

Essential

- Relevant tertiary qualifications in marketing, communications, public health, or a related field
- Experience in event management, marketing, or sponsorship within a community or health sector
- A creative and innovative mindset with the ability to think outside the box.
- Highly effective time management and organisational skills with the ability to work under pressure while meeting strict and competing deadlines.
- Ability to work autonomously, using own initiative.
- Understand trauma informed principles and is comfortable working with content related to mental health and other sensitive topics.
- Demonstrated commitment to mental health promotion and community wellbeing
- Hold a current National Police Certificate
- Strong interpersonal and communication skills, with the ability to engage with diverse audiences

Desirable

- Using basic graphic design and image editing software such as Canva or Adobe Creative Cloud.
- Lived experience of mental health issues and recovery as a consumer, carer or family member.
- A culturally and/or gender and sexuality diverse background.

Acceptance of Position Description

Signature of Staff Member

Date

Name of Staff Member

