

## Position Description

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<b>Job Title:</b>	<b>Wellness Content Coordinator</b>
Department:	Student Services
Section:	Wellness
Reports to:	Director of Student Programs & Wellbeing
Location:	UNSW Campus Kensington, or home-based/remote, as directed.
Date Revised:	May 2023

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### **POSITION SUMMARY**

Arc Wellness strives to put students' health and happiness first. Mental health is more important than ever before and one of the best ways we can improve mental health outcomes on campus is empower students to look out for one another. We are seeking a creative and experienced Content Coordinator to join our team at Arc Wellness. The Wellness Content Coordinator is responsible for leading our digital engagement and continuing to build Arc Wellness as a trusted source of information for students. This includes but is not limited to redeveloping the website, managing social media channels, curating hard copy resources, and establishing partnerships with Mental Health experts for content and events. Understanding the University student audience and their needs is crucial, along with the ability to coach and mentor young adults in the areas of digital marketing, copywriting, and project management.

### **KEY TASKS & ACCOUNTABILITIES**

- Managing the Arc Wellness Instagram account, driving its vision and direction.
- Create engaging content for Arc Wellness' Instagram account, staying up to date with relevant topics and trends.
- Write compelling copy for social media, website, and print materials.
- Stay informed about the latest student relevant mental health and wellbeing developments to ensure Arc Wellness is a reliable resource for young people.
- Redesign and improve the Arc Wellness website to enhance user experience and increase website traffic.
- Develop and manage hard copy resources, including brochures and flyers, using evidence-based information.
- Provide direction and oversight for the Wellness Communications Coordinator and other student staff.
- Identify and partner with mental health organisations to co-create relevant and engaging content.
- Oversee collaborative events between Arc Wellness and partner mental health organisations.

## **QUALIFICATIONS, KNOWLEDGE AND EXPERIENCE**

### **SELECTION CRITERIA**

- Experience in communications, marketing, or a related field.
- Passion for mental health and wellbeing.
- Successful content creation and campaign experience across website, Facebook, Instagram, and TikTok.
- Demonstrated excellent written and verbal communication skills.
- Demonstrated project planning skills, including experience in planning, overseeing, and finalising the completion of projects.
- Understanding of University student audience and their needs, and the ability to effectively incorporate these into department operations.
- Ability to coach and mentor young adults in the areas of digital marketing, copywriting, and project management.
- Proven ability to build and maintain relationships with partners and stakeholders.

### **DESIRABLE**

- Experience in the mental health, wellbeing, or student support sectors.
- Experience leading and mentoring young people.
- Experience in the University sector.

## **POSITION RELATIONSHIPS**

### **REPORTING RELATIONSHIPS**

#### **Manager**

Director of Student Programs & Wellbeing

#### **Reporting to this Position:**

Wellness Communications Coordinator (Casual)

### **KEY RELATIONSHIPS**

#### **Internal**

- Arc Wellness Department
- Marketing Department
- Communications Manager
- Sponsorship and Advertising Department

#### **External**

- UNSW students
- Experts in wellness fields
- Mental Health Organisations and NFPs.

*It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.*