



MHACA

Mental Health Association of Central Australia

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POSITION: Marketing Officer
 SALARY LEVEL: \$101,783.76 – 106,393.97 (MHACA EBA/SCHADS Level 5) + 12% super
 POSITION HOURS: 38 hrs a week. Full time.
 TEAM: Health Promotion
 REPORTING TO: Health Promotion Manager
 LOCATION: Alice Springs, onsite at MHACA
 POSITION REVIEWED: April 2026

ABOUT MHACA

We are a leading Northern Territory community-managed organisation offering psychosocial support services, NDIS services, suicide prevention training and health promotion initiatives aimed at enhancing the mental health and wellbeing of people living in Central Australia. We specialise in psychosocial recovery and mental health promotion with a strong community presence and reputation.

OUR VALUES

BELONGING: Connection - Relationships - Community - Collaboration

HOPE: Optimistic - Courage - Goals - Change

RESPECT: Listen - Kindness - Fairness - Inclusive

HONESTY: Trust - Integrity - Transparent - Accountable

ABOUT THE ROLE

ROLE DESCRIPTION	<ul style="list-style-type: none"> • The Marketing Officer is responsible for delivering MHACA’s public communications and marketing strategies. • A key focus for the role is to create and deliver content for MHACA’s marketing channels including social media, website, and E-newsletter. • The Marketing Officer will review and edit MHACA’s public documents and develop mental health and wellbeing resources. • The Marketing Officer is a member of MHACA’s Health Promotion Team and will assist with planning and facilitation of professional network meetings and community engagement events.
TEAM DESCRIPTION	<ul style="list-style-type: none"> • The Health Promotion Team works to improve the wellbeing of Central Australians by implementing health promotion and suicide prevention strategies and community engagement events. • The work of the team includes health promotion events in the community, development of resources, delivery of workshops, communications and wellbeing activities with MHACA participants.

Mental Health Matters



RESPONSIBILITIES

<p>ROLE RESPONSIBILITIES</p>	<ul style="list-style-type: none"> • Develop and implement marketing initiatives that promote MHACA’s mental health services. • Deliver marketing campaigns that promote help seeking and wellbeing initiatives in the Central Australian community. • Develop content and manage MHACA’s presence on the web and social media and implement regular review and analysis. • Provide marketing and communications support to MHACA’s service delivery programs. • Review, edit and design MHACA’s public documents. • Develop new mental health and wellbeing resources based on research and evidence-based practices, utilising co-design principles where appropriate. • Develop and deliver marketing initiatives that contribute to the growth of MHACA’s NDIS services. • Facilitate the Alice Springs Mental Health Professionals Interagency meetings and email communications. • Design promotional materials to a high standard using appropriate graphic design tools. • Manage MHACA’s photographic and video documentation. • Engage with community stakeholders and identify opportunities to collaborate where appropriate. • Work as part of MHACA’s health promotion team to deliver community engagement events and activities. • This role requires occasional weekend and after-hours event delivery.
<p>GENERAL RESPONSIBILITIES</p>	<ul style="list-style-type: none"> • Work in accordance with MHACA’s strategic direction and uphold our values. • Work directly with and advocate for the interests of MHACA participants, some who have complex histories and behaviours. • Undertake professional development in line with MHACA’s Learning and Development Framework. • Represent and promote MHACA in the wider community. • Any other duties which may reasonably be expected in relation to the role.
<p>WORK, HEALTH & SAFETY QUALITY ASSURANCE</p>	<ul style="list-style-type: none"> • Be a member of MHACA’s Quality Committee and Work Health Safety Committee. • Work in accordance with the WHS Act, National Standards, Regulations, MHACA Frameworks of Practices, MHACA Policies and Procedures. • Actively participate in the organisation’s quality, safety and risk management systems. • Identify and report hazards and risks and engage in organisational WHS activities. • Take reasonable care for your own health and safety and for the health and safety of anyone else who may be affected by your acts and omissions in the workplace.

	<ul style="list-style-type: none"> This role is based in an office environment and requires sitting and standing for extended periods of time. Some manual handling of items up to 20 kg may be required for activities set up and pack down.
VALUES & BEHAVIOURS	<ul style="list-style-type: none"> Conduct all work in line with MHACA values which are: BELONGING: Connection - Relationships - Community - Collaboration HOPE: Optimistic - Courage - Goals - Change RESPECT: Listen - Kindness - Fairness - Inclusive HONESTY: Trust - Integrity - Transparent – Accountable Adhere to and apply strict confidentiality practices and guidelines to all participants, staff and organisational sensitive information.

SELECTION CRITERIA (QUALIFICATIONS & ATTRIBUTES)

ESSENTIAL	<ul style="list-style-type: none"> Qualifications in Marketing/Communications and/or commensurate work experience in similar areas. Demonstrated experience in developing and delivering social media and web content. Demonstrated experience in resource development including posters, factsheets, media releases and video resources. Strong stakeholder engagement skills with the ability to identify opportunities for collaboration. Excellent communication, time management and organisational skills. Ability to work within a team environment and independently. Experience in working in a cross-cultural setting or a demonstrated understanding of the principles of cultural safety and cultural competence. Proficient in using Microsoft Office (Outlook, Microsoft Word, Excel etc.) and design programs like Canva/Adobe. Confidence in using website, newsletter, and event ticketing platforms like Wordpress, Mailchimp, Humanatix, Eventbrite. Hold a Current NT Driver's License.
DESIREABLE	<ul style="list-style-type: none"> Experience in developing policy submissions and papers. Experience in delivering workshops and community events. An awareness of the key issues faced by people living with mental health challenges.

EMPLOYMENT BENEFITS

- Competitive, above award wage salary + super
- Generous salary packaging
- 6 weeks' annual leave and leave loading
- 11 days of personal leave

- Annual Wellbeing Allowance of \$400

APPOINTMENT CONDITIONS

- Employment with MHACA is conditional on providing or being able to obtain prior to commencement of employment; a current NT Driver’s License, a Satisfactory Criminal History Check, a NDIS Worker Clearance and Ochre Card.

Position Description Authorised

Chief Executive Officer (April 2026)

TO APPLY

Please send a copy of your resume with a cover letter addressing the selection criteria to hr@mhaca.org.au

ACKNOWLEDGEMENT

I have received a copy of the Position Description and have read and understand its contents:

----- Employee Name (please print)	----- Employee Signature	----- Date
----- Supervisor Name (please print)	----- Supervisor Signature	----- Date