

Position Description



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| Position Title: | Membership Lead (Manager) |
| Reports to: | Deputy CEO |
| Department: | Programs |

About VMIAC

VMIAC is the peak Victorian non-government organisation for people with lived experience of mental health issues or emotional distress. We work from a rights based perspective.

Our vision is a world where all mental health consumers stand proud, live a life with choices honoured, rights upheld, and these principles are embedded in all aspects of society.

We undertake individual, group and systemic advocacy and our work includes research and evaluation, education and training, information provision and resource development, as well as limited specialist support programs. We have a strong and continuous focus on engagement with members, and on informing and supporting them in becoming empowered and having their voices heard.

VMIAC is owned, governed, managed and staffed by people with a lived experience. We aim to be an organisation in which the diversity of people with a lived experience can meaningfully and powerfully contribute and the employer of choice for the mental health lived experience workforce. We know that by working well together we become a true force for systems change and reshaping consumer experience. We work from a human rights perspective

www.vmiac.org.au

Position overview

The role of Membership Lead is a new role at VMIAC and has been developed to further strengthen our connection to consumers/members across Victoria and to support them to make their voices heard in communities and across the mental health system. It is a very significant time for the consumer movement with the Victorian Mental Health Royal Commission and implementation of recommendations, and the national Productivity Commission Report on Mental Health. This Membership Lead will play a significant connecting and enabling role in an environment characterised by fast moving change.

This position is responsible for leading membership engagement and growth, and implementing VMIAC's program for strengthening the lived experience voice. Working across teams and initiatives it will ensure the member/consumer voice underpins VMIAC's advocacy work. Key responsibilities include:

- Developing and managing the VMIAC consumer register which matches and supports consumers to a broad range of representational roles;
- Growing and supporting the VMIAC membership and ensuring reach and access across Victoria;
- Co-designing and co-producing with members an annual program of events that fosters connection and sharing of expertise and experience;
- Forging partnerships and alliances with other consumer groups including but not limited to Aboriginal and Torres Strait Islanders, LGBTQI+ and culturally and linguistically diverse communities; and
- Co-designing and supporting consultation processes.

The role will manage the VMIAC membership team and report to the Deputy CEO.

THIS IS A LIVED EXPERIENCE POSITION

Applicants must have lived experience of mental health issues or emotional distress and of being a consumer of mental health services as well as an understanding of the consumer movement and its underlying principles. Applicants must consider themselves to be work ready at a senior leadership level.

ESSENTIAL SELECTION CRITERIA

- Understanding of a membership-based organisation and experience in working with a diverse membership;
- Knowledge of the consumer movement and rights-based approaches to advocacy;
- Demonstrated capacity in developing and implementing strategy for engaging, activating, supporting and growing membership including in the digital environment;
- Strong planning and organising skills including in member information management;
- Demonstrated ability to design, implement and evaluate enabling and capacity-building programs for consumers moving into representational roles (or similar development programs);
- Demonstrated experience in working with consumers and from a consumer perspective including in organising and leading engagement and consultation processes;
- Strong communication and representation skills;
- Experience relevant to managing a small team;
- History of partnership-making and alliance building;
- Ability to work collegiately as part of a cross-functional management group; and
- A current Victorian Driver's Licence and is prepared to travel for work purposes – this role will require travel around the State.

Desirable

- Tertiary qualification relevant to the role;
- Knowledge of state and national mental health landscapes;
- Ability to work effectively with social media; and
- Experience working in a paid consumer leadership role within the mental health sector.

References and checks, probationary period

- Preferred candidates are required to complete and/or provide Police and Working with Children checks prior to final confirmation and commencement of employment. Referees are required and will be contacted for short listed applicants; and
- This role is subject to a probationary period of six months.

Remuneration

- VMIAC is seeking to attract the best possible candidate to this role and a competitive remuneration package will be offered including superannuation and opportunity to salary package.

Key Responsibilities

Programs and quality

- Provide strong leadership and management of the Membership Unit;
- Strengthen and grow VMIAC's membership across the state including by building a VMIAC on-line consumer network;
- Review and refine the VMIAC member offer;
- Manage and develop the VMIAC consumer register;
- Lead development of partnerships with diverse communities that strengthen the consumer voice;

- Design and implement a comprehensive quality assurance program in respect to members that cover reach, understanding of members' needs and priorities, member satisfaction and other measures linked to membership strategy;
- Working with the Policy and Research Lead, plan and co-ordinate inclusive and well thought-out consumer consultations to inform policy and research, as well as the membership strategy;
- In collaboration with the Comms Unit, ensure a comprehensive approach to regular communication with members; and
- Working the Deputy CEO and Corporate Services Manager, develop and maintain a fully functional membership data base with the necessary interface for other information sharing and management.

People and culture

- Recruit, line manage, hold to account through day-to-day processes and performance planning, and review staff in the Membership Unit. The Deputy CEO may be involved in appointments;
- Develop and support student placement and internships in the Membership Unit;
- Ensure appropriate support and supervision is always available to staff in the Membership Unit;
- In collaboration with the Deputy CEO, foster a team culture that is trauma informed and inclusive, inspires best practice, promotes mutual accountability and supports staff to thrive in their roles;
- Promote and inspire teamwork and collaboration;
- Foster career pathways and develop succession plans for Unit staff; and
- Demonstrate and promote awareness and understanding of diversity, culture and rights.

Planning and advice

- With the Deputy CEO, develop rolling three year membership strategies for VMIAC;
- Lead and hold accountability for Unit business and project plans;
- Lead planning and hold accountability for the development of VMIAC's partnerships in the membership and diversity space;
- Provide input into the program's business planning processes; and
- Provide advice and executive support to the Membership sub-committees of the Committee of Management.

Representation, relationship development and events

- Develop, coordinate and implement the annual VMIAC program of events for members and consumers;
- As requested by the Deputy CEO, represent VMIAC in membership and partnership forums;
- Proactively develop partnerships that will extend the reach of VMIAC with diverse communities including as an ally; and
- Working with the Deputy CEO, plan and coordinate VMIAC's consumer conferences and awards.

Leadership and the workplace

- Participate in the program and organisation leadership groups;
- Act in the role of Deputy CEO if required;
- Ensure staff in the Membership Unit are aware of and comply with regulatory requirements of relevance and with the VMIAC policies and procedures and Code of Conduct;
- Actively contribute to Workplace Health and Safety by taking reasonable care for personal health and safety and that of others in the workplace; raising suggestions and concerns as they arise to ensure a safe work environment for employees, consumers and visitors; and
- Actively support and participate in staff meetings, consumer forums and other VMIAC events.

Support and development

VMIAC will provide regular supervision to the person in this role. All VMIAC roles include training and development opportunities which can include the development of leadership and other required skills, as well as attendance at conferences.

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| PERFORMANCE APPRAISAL: | Conducted annually as per schedule post probation |
| TRAINING: | To be negotiated |

I, _____ (*print name*) acknowledge that I have read (or have had read to me) and understand the requirements of this position. I agree to work in accordance with this position description and the VMIAC Code of Conduct.

Signed: _____ **Date:** ____/____/____

CEO: _____ **Date:** ____/____/____