POSITION DESCRIPTION

LIVED EXPERIENCE ENGAGEMENT MANAGER

**Vision**  All people in Australia can live free of eating disorders and negative body image.

**Mission**  We work to prevent eating disorders and body image issues from occurring, to ensure that the best possible treatments are available, and that appropriate care and support is there for those affected.

**Goals**
1. Reduce stigma and increase help-seeking
2. Work to prevent eating disorders from developing
3. Improve treatment and support.

**Purpose of the role**
The primary purpose of the role of Lived Experience Engagement Manager is to implement Butterfly’s Lived Experience Engagement Framework and support the organisation to embed lived experience perspectives in all of the work that we do. Reporting to the Manager – Knowledge, Research and Policy, this position will lead Butterfly’s engagement with people affected by eating disorders and body image issues in support of organisational objectives.

**Accountabilities & responsibilities**

**Strategic Plan Goal 1 | Priority 1.1 – Listen to, amplify and advocate for the voice of lived experience**

Day-to-day administration of all assigned projects and activities, including ensuring outcomes are achieved on time, on budget and to a high standard:

- Lead implementation of Butterfly’s Lived Experience Engagement Framework, which aims to integrate lived experience throughout the work of the whole organisation in support of Strategic Plan Goal 1: Reduce stigma and increase help-seeking – Listen to, amplify and advocate for the voice of lived experience. Enable the contribution of lived experience insights across other Strategic Plan goals and priorities, including supporting the elevation of lived experience within the eating disorder sector.

**Manage Butterfly’s online lived experience network, the Butterfly Collective**

- Facilitate the Butterfly Collective’s engagement in Butterfly programs, projects, campaigns, advocacy activities and external research opportunities by: responding to internal requests, providing expert advice to about the best way to engage the community, communicating opportunities to the Collective, and collating responses for Butterfly work units.
- Work with the Communications and Engagement team to effectively promote the Butterfly Collective including to groups who are often overlooked and under-served in the mental health service sector, such as Aboriginal and Torres Strait Islander people, LGBTQIA+ communities and multicultural communities.
- Design, develop, and disseminate content via the Butterfly Collective portal via EDMs, including opportunities to provide insight into Butterfly’s work and the work of the broader sector, including one newsletter every two months highlighting new opportunities to be involved in Butterfly’s work and the work of the broader sector.
- Develop and implement strategies to mitigate risk and to monitor and evaluate lived experience engagement.
- Monitor the Butterfly Collective email inbox and respond to all queries within a 48 hour time period.

**Manage Butterfly’s strategic advisory body, the Lived Experience Community Insights Group (LECIG)**

- Organise face-to-face meetings (one per year) and online meetings (two per year) of the 14-person LECIG, including logistics and tools to engage members effectively in face-to-face and online meetings.
• Provide secretariat for the group including preparation of all governance documentation such as the development of background papers, workshop activities, workplans, agendas, and minutes.

• Manage all communications with members including communicating about out-of-session opportunities as they arise.

• Identify and facilitate professional development and training opportunities for LECIG members to participate in, within annual budget allocation.

• Support the CEO as Co-Chair with the provision of briefing notes, speaking notes, and other advice as required.

• Recruit new members to the group if and when required (members are appointed for a two-year term).

Other responsibilities

• Lead the elevation of lived experience as a cross-unit portfolio within the organisation, including being the first point of contact for internal inquiries regarding the Butterfly Collective and the LECIG, and supporting colleagues to embed lived experience perspectives in their work (e.g., through sharing methodologies to enable co-production).

• Lead development and delivery of any related projects and activities (e.g., website enhancements, promotional campaigns) to ensure outcomes are achieved on time, on budget and to quality standards, including identifying interdependencies and working collaboratively with colleagues and other stakeholders to leverage resources to maximise efficiencies and achieve program and organisational outcomes.

• Identify and pursue meaningful growth in opportunities for lived experience engagement as part of current and future project work and business as usual activity.

• Provide and/or coordinate advice on areas of responsibility in relation to program and organisational objectives, including identifying emerging issues and trends, monitoring sector developments, and supporting the Line Manager to develop evidence-based options, strategies and recommendations to support decision-making by the Board and the Senior Leadership Team.

• Develop and deliver presentations to a range of audiences relating to lived experience projects and activities as directed.

• Reporting on assigned projects and activities for internal purposes, government funders, and other funders.

• Develop budgets for assigned projects and activities and monitor income and expenditure monthly.

• Assist the Manager – Knowledge, Research and Policy with other duties as required.

Stakeholder engagement

• Create strong relationships with the mental health sector stakeholders, including with other eating disorder organisations, other mental health organisations, funding partners, researchers and other external parties seeking to engage and learn from people with lived experience.

• Manage stakeholder relationships through effective communication, negotiation and issues management to ensure that deliverables are met, and outcomes are achieved.

Internal Stakeholders

• The position holder will support project and business as usual work across the organisation with advice and implementation support as required, in addition to dedicated project accountabilities. Key relationships will be the Line Manager (Manager – Knowledge, Research and Policy), members of the Senior Leadership Team, members of the Communications and Engagement Team, and managers of services and programs.

• The position holder will also work closely with the Speakers and Ambassadors Coordinator, whose role is to manage the Speakers’ Bureau and to support people with lived experience of eating disorders and body image issues to engage in public-facing activities such as media commentary, campaign material and presentations.

External Stakeholders

• In addition to engaging with people with lived experience the position holder will engage with stakeholders in the eating disorder field such as non-government organisations, peak bodies and researchers in areas relevant to their work, and with service providers and consultants.
• Actively participate in relevant internal and external working groups as directed, such as the Lived Experience Experts Network (LEEN).

**Selection Criteria**
The successful applicant will demonstrate the essential qualifications, skills and knowledge listed below.

**Essential**
• A minimum of two years of relevant experience in similar or related roles such as program delivery, online community management, or lived experience engagement/coordination.
• Knowledge of the principles and techniques of the involvement of people with lived experience in: the design and development of programs and services; program review and evaluation; service delivery; social marketing campaigns; and public policy advocacy.
• Highly developed in communicating effectively with a diverse range of audiences, including people with lived experience of health conditions and their families and carers.
• Experience developing and publishing web content, developing EDMs, and using a Customer Relationship Management database.
• High level written communication skills, with demonstrated excellence in the production of documentation such as background papers, meeting agendas and minutes, speaking notes, website content and reports.
• Demonstrated experience in the development, administration and analysis of online surveys, focus groups and/or interviews.
• An understanding of mental health conditions and the Australian mental health sector/current public policy landscape.
• A tertiary qualification in a relevant field, such as communications, public health, social science, humanities, psychology, or social work.
• Proven ability to manage multiple work priorities and communicate in a cross-organisational context, including managing a changing environment and being proactive in identifying and pursuing opportunities.
• Ability and willingness to travel interstate from time to time (up to 1 night at a time), to meet with staff or stakeholders in Butterfly’s offices in other geographic locations.

**Desirable**
• Experience in co-design (and other `Co-`) principles and practice, or human centred design
• Good knowledge of eating disorders and body image issues.

It is a requirement of all positions at Butterfly that the person has or obtains a Working With Children Check clearance (pass) and submits to a Police check.

We welcome applications from people with lived experience of eating disorders (and/or other mental health conditions), and family members/carers of people with eating disorders. Candidates with qualifications or equivalent professional experience in mental health peer work will also be highly regarded.

Butterfly acknowledges Aboriginal and Torres Strait Islander people as Australia’s first peoples and traditional custodians.

Butterfly is committed to embracing diversity and welcomes all people irrespective of body shape and size, ethnicity, faith, age, sexuality and gender identity. More information about our commitment to reconciliation, diversity and inclusion is available here: https://butterfly.org.au/who-we-are/reconciliation-inclusion/.