



Digital Engagement Officer

Job description

Grade	Grade C
Type of contract	21 hours per week (3 days per week) until 31 March 2025
Directorate	Mind Cymru
Team	Time to Change Wales
Reports to	Campaign and Strategy Lead
Responsible for	None
Location	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office,
Hours	21 hrs p/w

About the role

As Time to Change Wales enters its fourth phase, we are looking to take the movement into a new direction and reach new audiences in Wales. Phase four will see a step change in the way we engage and promote the campaign in Wales which involves addressing mental health stigma within Black, Asian and Minority Ethnic communities and strengthening the workplace wellbeing offer in socio-economically deprived communities and healthcare settings. Working closely with the Campaign and Strategy Lead and the Marketing and Communications Officer, the Digital Engagement Officer's primary role purpose will be:

- To deliver day-to-day digital engagement activity for the programme focussing specifically on new target audiences in line with overall TTCW Marketing strategy and programme objectives.



- To contribute towards a high quality and high-profile campaign in Wales in terms of positioning and messaging including within programme communications, PR, marketing and communication.
- To work closely with the Campaign and Strategy Lead and with the Marketing and Communication Officer to ensure a fully integrated approach to digital engagement across online and channels.
- To enhance the user experience and digital engagement with the campaign through the website, creative digital assets, and creating a regular content calendar for social media channels and digital platforms.

Key Responsibilities

1. Work with the Campaign and Strategy Lead in developing a fully integrated and bilingual digital engagement plan, in consultation with programme partners, to ensure excellent digital communication within the programme and externally to key stakeholders.
2. Co-ordinate and deliver a programme of online media and communications activity to agreed milestones, and content management of the website, to raise the digital profile of the Time to Change Wales programme and all its strands.
3. Scope, plan and project manage a range of digital projects across Mind's platforms, including elements of the website and liaising with digital agencies.
4. Working with the Campaign and Strategy Lead, produce and create compelling bi-lingual digital copy and communications materials for the digital marketing campaign.
5. Develop cost effective bilingual digital communications solutions, through the effective use of all available online communications channels and tools, keeping abreast of latest developments.
6. Identify, collate and disseminate digital narratives from individuals with lived experience profiling individuals as anti-stigma ambassadors.
7. Facilitate opportunities for social dialogue and discussion on stigma and discrimination using digital platforms and use knowledge, insight and analytics to maximise user experience.
8. Develop, roll out and monitor digital communication tools across the programme, and measure against agreed key performance indicators for the purposes of evaluation.
9. Support the Campaign and Strategy Lead to deliver internal digital communications to ensure that individual projects and strands and the activists network are kept up to date



with developments within the programme – including editing the website.

10. Work closely with staff across the programme and within the partner organisations to ensure that digital communication work is co-ordinated to deliver maximum impact, including media activity, and communications with key stakeholders.
11. Contribute to the programme's management reports and compile statistical data against key performance indicators, monitoring evaluating and reporting on digital activity and engagement.
12. Forecast and track the allocated budget for programme digital communications.
13. Any other duties within the overall scope of the job as may be determined from time to time.

Expectations

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.

Role expectations:

- To contribute towards the overall mission of reaching an inclusive Wales where people's lives are not limited by mental health stigma and discrimination.
- To operate in a partnership environment, ensuring that the needs of the programme across the different partners are considered at all times.
- To ensure that all responsibilities and activities discharged within this post are consistent with the terms and spirit of Mind's Equal Opportunities Policy, upholding the values of Mind and be a champion for Mind Cymru and Time to Change Wales at all times.
- To be primarily based in Mind Cymru offices in Cardiff but the post holder will occasionally be expected to travel outside of Cardiff.
- To attend and contribute to the supervision and appraisal process as well as team meetings as required.
- To be flexible and to undertake any other duties that are within the context and grade of this post.
- To develop positive relationships with key stakeholders including Champions, Employers, and supplier agencies.



- To contribute to working towards making Mind a greener workplace.
- To attend and contribute to staff training as required.
- To contribute to a positive and supportive working environment.
- To support and contribute to our overall aim of user/survivor participation, including within Mind and to be committed to working alongside users/survivors, as colleagues, (paid & unpaid) experts and campaigners.
- Keep abreast of internal and external developments and respond accordingly.
- To adhere to relevant legal and statutory requirements including the Data Protection Act (ensuring an appropriate level of confidentiality at all times), Health and Safety at Work Act (ensuring H&S of own and others at all times) and any other relevant/charity law.

All members of staff at Mind are expected to embody our mission, values and competencies. This includes an expectation that they will:

- Show passion for what Mind does and the changes that we are making for people with mental health problems.
- Work collaboratively across teams, departments, locations and organisations.
- Stand up for what they believe is best and trust in themselves and each other.
- Be open to others and ourselves and show a commitment to learning.
- Be open to change and respond flexibly and quickly to the changing world.
- Demonstrate organisational awareness and see the bigger picture while working towards objectives.
- Communicate effectively, ensuring their messages are understood and that they strive to understand others.
- Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity, and building on people's different skills and talents to enhance the quality of their own and other's work.
- Take responsibility for their decisions.
- Attend and contribute to Mind staff training and any other training identified as appropriate for the post.
- Occasionally travel to meetings in England and Wales and/or work unsociable hours, which may require the need for an overnight stay, evening and weekend work.



- Ensure that all responsibilities and activities within their post are consistent with the terms and spirit of Mind's mission, vision, values, policies and procedures.
- Adhere to relevant legal and statutory requirements including the Data Protection Act, Health and Safety at Work Act and relevant charity law.
- To be prepared to work flexibly (e.g. hot-desking, home-enabled working) according to business need.
- Maintain an appropriate level of confidentiality at all times.
- Contribute to making Mind a greener workplace.

Person specification

Essential criteria

Experience

1. Experience of working in a digital engagement role.
2. Proven success in delivering fully integrated digital content, adaptable to a range of audiences.
3. Experience of working with digital media, including handling enquiries, and researching opportunities.
4. Experience of reviewing developing and facilitating the production of relevant tools, for example, Photoshop, Mailchimp, Hootsuite, Google Analytics and Facebook advertising to support digital communications including online publishing.

Skills and Abilities

1. Proven ability to write and edit highly engaging digital copy for different audiences and to proof read to an excellent standard.
2. Proven ability to establish and maintain digital communities and attract new online audiences and monitor progress.
3. Good project management skills, ability to work proactively using own initiative, prioritise work and meet deadlines with well-developed time management skills.
4. Excellent interpersonal skills written and face-to-face with a wide range of people that may have different beliefs or agendas.



5. Exceptional digital literacy skills (Microsoft office, web power point) and analytical tools to measure impact of digital activities.

6. Ability to ensure that digital communications for the Time to Change Wales programme are maximised through both Welsh and English language channels.

Knowledge and Understanding

1. Sound knowledge of branding principles and guidelines for digital purposes.

2. An enhanced knowledge of how social media is developed, managed and used in brand reputation especially within community networks.

3. Working knowledge of website and intranet/extranet development and management.

4. Willingness and ability to travel and have occasional overnight stays in Wales and elsewhere in the UK.

5. Empathy with Mind's aims and values, including an understanding of and commitment to Mind's equal opportunity policy.

Attitudes

1. A positive and non-judgemental attitude towards all people.

2. A self-starter, motivated and able to prioritise and deliver on work objectives but who is also able to take direction.

Desirable criteria

1. Ability to communicate through the Welsh language

2. Direct or indirect experience of mental distress.

3. Understanding of the third sector

4. Knowledge and understanding of mental health issues and mental health policy in Wales.

5. Knowledge of the impact of stigma and discrimination.

6. An understanding of national mental health voluntary organisations and their networks, or similar structures within the voluntary sector.