# **Communications and Marketing Officer (funded programmes) - Job Description**

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| Grade | C |
| Type of contract | Fixed term until 30 June 2022 |
| Directive | External Relations |
| Department | Communications and Marketing |
| Reports to | Senior Communications and Marketing Officer (funded programmes) |
| Responsible for | n/a |
| Location | Stratford, London (home based for now) |
| Hours | Part time 0.5 (17.5 hours per week) |

## Purpose of the job and scope of the job

We’re Mind, the leading mental health charity. We won’t give up until everyone experiencing a mental health problem gets support and respect. We provide advice and support to empower anybody experiencing a mental health problem and we campaign to improve services, raise awareness and promote understanding.

We work in England and Wales, have a chain of around 150 shops and coordinate a network of over 130 local Minds, independent charities.

The Communications and Marketing team’s purpose is to lifts Mind’s brand, tell our story in a planned, and audience driven way and deliver strategic, life changing communications.

This role will be responsible for supporting communications and marketing activity for our flagship funded programme - Our Blue Light. Your role as Communications and Marketing Officer is to:

* Take responsibility for the day to day delivery of marketing and communications for the Blue Light programme, contributing to how we reach the target audience with tried and tested messaging and using a range of on and off-line marketing techniques and developing content to work across all marketing channels.
* Work closely with colleagues across Mind and relevant external funders and partners and play a key role in promoting Mind’s brand.
* You’ll also take the initiative to support our wider team and organisational objectives, spotting opportunities and contributing to our continual improvement.

Our Blue Light programme

Mind’s Blue Light Programme, funded by The Royal Foundation of The Duke and Duchess of Cambridge’s COVID-19 Response Fund, seeks to provide tailored support for the mental health of ‘Blue Light’ emergency services personnel following the outbreak of coronavirus.

The programme builds on Mind’s Blue Light work delivered between 2015 and 2019. Over four years we worked with partners to deliver an ambitious and comprehensive programme of activity aimed at reducing stigma, promoting wellbeing and improving mental health support for those working or volunteering in ambulance, fire, police, and search and rescue services.

The pandemic has put emergency services professionals in an unprecedented situation. In addition to their normal duties, services personnel are being exposed to higher levels of trauma, as they are expected to respond to emergency response needs emerging from the crisis.

## Key responsibilities

1. To develop, implement and evaluate a range of marketing activities and communications to support the Blue Light programme.
2. Develop content for the programmes in conjunction with the project team, seeking out innovative ways to reach our target audience both online and offline and develop messages informed through audience insight and testing.
3. Work with leads of Mind’s owned marketing and communications channels to plan promotion of the programmes and contribute to other relevant content development across our digital, retail, internal and network communications.
4. Act as the internal communications and marketing champion for the programmes, looking for opportunities for promotion, knowledge sharing and embedding the programmes across the organisation and building internal support and engagement.
5. Work with the senior communications and marketing officer to support all reporting, risk monitoring and management for the programmes, working with key work stream leads and the programme Project Manager, and attendance at key project meetings.
6. Build good relationships and work closely with colleagues in Information, Research, Workplace Wellbeing, Corporate Partnerships, Policy and Campaigns, Networks and Communities, Media and Digital teams to ensure an integrated approach to both the delivery of the funded programmes and embedding these into Mind’s wider approach.
7. Contribute to the transformation of Mind’s communications and marketing team in tackling silos and joining up funded programmes with Mind’s communications goals.
8. Ensure your work aligns with Mind’s overall strategic goals and programme plans, working collaboratively with programme leads to ensure integration and accountability.
9. Ensure the views of people with experience of mental health problems inform and guide your work and actively seek opportunities to involve people with lived experience in content and product development associated with this programme.
10. Provide flexibility for the communications and marketing team during busy periods.
11. Undertake other duties that may from time to time be necessary, and that are compatible with the nature and grade of this post

## Expectations

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

1. Show passion for what Mind does and the changes that we are making for people with mental health problems.
2. Work collaboratively across teams, departments, locations and organisations.
3. Stand up for what they believe is best and trust in themselves and each other.
4. Be open to others and ourselves and show a commitment to learning.
5. Be open to change and respond flexibly and quickly to the changing world.
6. Demonstrate organisational awareness and see the bigger picture while working towards objectives.
7. Communicate effectively, ensuring their messages are understood and that they strive to understand others.
8. 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.
9. Take responsibility for their decisions.

# **Person Specification**

## Essential criteria

1. Experience in a communications and marketing role delivering a range of communications materials to engage different audiences.
2. Experience of developing, delivering and evaluating integrated marketing and communications activities.
3. Understanding of branding principles and application of these in communications and marketing.
4. Excellent written and verbal communications skills, with the proven ability to write and produce engaging communications for a range of channels and audiences.
5. Ability to work proactively using own initiative, prioritise work and meet deadlines, with well- developed time management skills.
6. Experience of evaluating communications or marketing activity.
7. Experience of using common IT packages, shared online drives, web content management systems and email marketing software.
8. Excellent interpersonal skills with the ability to communicate and negotiate with a wide range of people at all levels internally and externally.
9. Flexible approach and skilled at working in a fast-paced environment and juggling multiple priorities.

Desirable criteria

1. Personal awareness and empathy of mental health problems
2. An understanding of the issues faced by emergency services in relation to mental health and wellbeing