# Marketing Assistant - Job Description

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| Grade | B |
| Type of contract | Permanent |
| Directive | External Relations  |
| Department | Communications and Marketing |
| Reports to | Senior Marketing Officer |
| Responsible for | n/a |
| Location | London or Cardiff (home based for now) |
| Hours | Full time (35 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 lift Mind’s brand, tell our story in a planned and audience driven way and deliver strategic, life changing communications.

Your role as Marketing Assistant is to support the Communications and Marketing team to deliver creative and impactful marketing and communications for the whole organisation that grows our brand profile and supports income generation.

Reporting to the Senior Marketing Officer, you will have responsibility for providing flexible support to the marketing unit, which currently includes marketing campaigns, retail marketing and communications and marketing in Wales. The team also leads on communications and marketing for corporate partnerships and a number of funded programmes.

This will require working closely with staff across the team and with different departments across Mind as well as some contact with corporate partners, funders and external suppliers and stakeholders.

Mind’s communications and marketing work is informed and influenced by the views of people with experience of mental health problems. In your role you may be working with our supporters and beneficiaries helping to tell their personal stories.

You will also contribute to the overall success of the wider communications and marketing team by working closely with other colleagues and having a flexible, can do attitude.

The nature of the duties may change and develop, according to the needs of the team. This will require a flexible and adaptable approach.

## Key responsibilities

1. Support the marketing unit to develop, implement and evaluate a range of marketing activities and communications to support strategic goals.
2. Support the development of content for our owned, earned and paid communications and marketing channels to ensure that Mind communicates effectively with a range of audiences.
3. Provide guidance to staff, external partners and funders on the use of the Mind brand and assets, including the logo, photography and illustrations.
4. Write, edit and proof-read content for Mind’s website, social media, email newsletters and intranet.
5. Produce reports on marketing activity to optimise content performance and develop

insights to inform future activity.

1. Act as a point of contact for the team and manage requests from internal stakeholders, for example for space on marketing channels or partner enquiries.
2. Liaising with external suppliers, distributing briefs, obtaining quotes and raising purchase order numbers for specific pieces of work.
3. Take responsibility for marketing activity as delegated by the Marketing Manager or team head, for example managing pro-bono opportunities or delivering activity for corporate partnerships.
4. Provide support with event management, including representing Mind at events.
5. Providing ad-hoc support to marketing unit members on a project-by-project basis.
6. Champion the strategic communications and marketing planning and evaluation process with your peers across Mind and support roll out of good communications tools and practices.
7. Work with Mind’s CRM system to ensure contacts are recorded, monitored and marketing information is effectively used.

## 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 of working in a communications, marketing or digital environment.
2. Excellent communication skills, both written and verbal, and with demonstrable skills in being clear and concise.
3. Good copywriting skills, both for online and offline channels, and an understanding of targeting audiences.
4. Experience of using common IT packages, shared online drives, web content management systems and email marketing software.
5. Experience of updating and monitoring social media channels.
6. Experience of carrying out general administrative duties, including maintaining systems, processes and handling queries.
7. Ability to work proactively using your initiative to prioritise work and meet deadlines with well-developed time management skills.
8. Ability to work as part of a team and with other stakeholders in a collaborative way.
9. Ability to work with vulnerable groups and be sensitive to their needs.
10. Demonstrable understanding and commitment to Mind’s work, aims and objectives.

## Desirable criteria

1. Personal awareness and empathy of mental health problems
2. Understanding of the voluntary sector.