



Senior Marketing Officer

Job description

Grade	D
Type of contract	Fixed term (March 2023)
Directorate	External Relations
Team	Communication and Marketing
Reports to	Marketing Manager
Responsible for	Currently no line reports, subject to funding
Location	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office,
Hours	35hrs p/w

About the role

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.

Reporting to the Marketing Manager you will contribute to developing and delivering an integrated marketing campaign for our annual Time to Talk Day. The aim of the day is to encourage conversations about mental health, helping us to create a society where everyone feels comfortable talking about mental health – whenever they like. Time to Talk Day is run by Mind and Rethink Mental Illness, working together with our corporate partner and multiple charity partners across the UK. You will work closely with all partners and internal stakeholders to promote and deliver a four nation and fully integrated, high profile campaign.

The purpose of your role is to:

- Deliver communications and marketing responsibilities for promoting and delivering Time to Talk Day across a range of channels. . From supporting on planning, working with agencies and partners on high profile initiatives to signing off brand and delivering communications and marketing plans
- Support the Marketing Manager you will be responsible for ensuring that agreed campaign objectives and outputs are delivered through the integrated campaign, and for managing relationships with key partners and other stakeholders.
- Support a Co-design approach, working with key partners to help shape the campaign towards a participatory model approach with Community as a key focus, consulting and working with champions and people with lived experience



Key Responsibilities

1. Lead and develop specific marketing campaigns that will raise awareness, raise funds for Time to Talk Day. Identify the appropriate marketing approach, using our owned, earned, paid model, seeking out innovative ways to reach our target audience both on line and off line and develop messages informed through audience insight and testing.
2. To advise and support any corporate partner activities, including in store and online and ensuring a joined-up approach to messaging, sharing audience insight and relevance to our strategic goals. Act as a key liaison point with partners marketing teams and agencies including Rethink Mental Illness and four nations and Mind's fundraising, communications, digital engagement and media teams.
3. To project manage and deliver overall communications for Time to Talk Day campaigns assigned to you, including developing specific campaign assets such as design, video, print, translation when necessary. Working with internal teams and suppliers, local Minds, children and young people to plan and commission or execute photo shoots and to manage the associated assets and internal processes, working closely with the Brand and the Communications and Production team.
4. To manage any direct communication channels required for partnership programmes (e.g. newsletters, or dedicated social media channels) adhering to the Data Governance framework, supporter engagement principles and/or social media policy.
5. Lead and deliver other campaigns or initiatives, as identified through the communications strategy and plans that contribute to the overall aims of Time to Talk Day and our partners
6. Support on effective reporting and measuring of campaign impact and behaviour change. Work with research agency to monitor, and share findings with all partners and senior stakeholders. .
7. Provide advice to partners on marketing approaches, working across the marketing team and other specific marketing leads (e.g. digital marketing/donor marketing) to establish ways to embed a culture of audience driven marketing, creating tools and training to empower and upskill other staff.
8. Forward plan all our marketing activity to ensure people with mental health problems inform and influence all activity. Develop opportunities to engage people, organising focus groups, seeking case studies, commissioning and managing photoshoots and other activities.



9. Work closely with Media and PR and digital teams to ensure an integrated approach to marketing campaigns, and integrating across fundraising and other teams when appropriate.
10. Work with multiple external stakeholders including corporate partnerships and large scale funders, offering communications and marketing advice and support and aligning Mind's best interests to the objectives of the partnership or programme.
11. Work with leads of Mind's owned marketing and communications channels to plan promotion of campaigns across our digital, retail, internal and network communications.
12. To champion our integrated approach and its associated tools and processes across Mind and represent the Communications and Marketing team as required.
13. Ensure your work is aligned to Mind's overall strategic goals and relevant programme plans, working collaboratively with programme leads to ensure integration and accountability.
14. Represent Mind at external events when required.
15. Work with Mind's CRM system to ensure contacts are recorded, monitored and marketing information is effectively used.

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.

Communications and Marketing team expectations

- Sharing our vision that we won't give up until everyone with a mental health problem gets both support and respect and committing to act in line with our values: open, together, responsive, independent and unstoppable.
- Promote our brand and values internally and externally.
- Take personal responsibility for contributing to internal communications.
- Having a flexible approach and a can-do attitude with colleagues in the team and beyond, consciously preventing silos and organisational boundaries and being prepared to support others and work where the need is greatest.



- Ensure everything we do is driven by our mission and that means reaching people from a wide range of backgrounds, including people from marginalised communities and disadvantaged communities.
- Ensuring all our work is appropriately informed and influenced by the views and experiences of people with direct experience of mental health problems, particularly those from black and minority ethnic groups who are disadvantaged in mental health services and other diverse groups. Co-designing and using audience insight from people with lived experience of mental health wherever possible.
- Commitment to personal and team continued professional development, taking responsibility for keeping abreast of external environments and attending a wide range of internal and external training, conferences and networking opportunities and sharing your learnings with the team.
- Ensure our work is two nation in approach and adheres to the Welsh language policy.
- Be true to our values to work collaboratively with colleagues across the whole of Mind, developing joint solutions and positive actions.
- Commitment to your own and the team's wellbeing.

General expectations

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
- Keep abreast of internal and external developments and respond accordingly.



- To attend and contribute to supervision and appraisal process, meetings, training, and other events as required.
- 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.

Person specification

Essential criteria

1. Substantial experience of developing, delivering and evaluating high profile integrated marketing or communications campaigns.
2. Substantial experience of working with corporate partnerships and or funders in a communications or marketing role, working to tight deadlines and multiple stakeholders and different priorities to manage.
3. Solid experience of working with branding principles and application of these in a marketing and communications role.
4. Experience of using a variety of methods to plan, develop and evaluate communications and marketing activity, and ability to report impact and use evaluation for continuous improvement.
5. Good knowledge of audience insight principles, how to gather and use insight to improve impact in communications.
6. Excellent written and verbal communications skills and experience of developing a range of emotionally engaging content for multi-media channels, that tailors messages and finds innovative and creative marketing techniques to reach diverse audiences including B2B.
7. Ability to work flexibly and manage competing priorities, experience of project management and ability to work proactively using own initiative and drive.
8. Experience of building and managing complex relationships with agencies, external suppliers including corporate partners, institutional funders and a wide range of internal stakeholders.

Desirable criteria

1. Experience of strategic planning across a complex organisation and effectively managing team resource and forward planning processes.
2. An audience-focused approach to marketing with a demonstrable ability to adapt messages and methods and target specific groups.
3. Demonstrable understanding and empathy towards mental health problems
4. Experience of leading change in a complex organisation
5. Knowledge of integrated working on complex campaigns or projects



6. Experience of B2B marketing
7. Budget management including forecasting and planning
8. Experience of delivering impactful campaigns at local and national level
9. Personal awareness and empathy of mental health problems
10. Experience of social marketing techniques and behaviour change