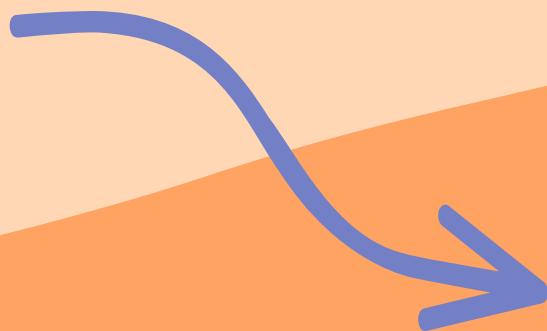


Recruitment pack

**Communications
Officer**



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Welcome

Dear potential applicant,

Thank you for taking an interest in Student Minds and for considering joining the charity's communications team as our Communications Officer. We are excited that you are exploring being a part of the Student Minds magic that has seen us grow from a student-led project into the leading UK charity for student wellbeing and mental health.

As Communications Officer you'll deliver vital information and support across our key communications channels. This varied role offers hands-on experience in social media, content creation, and email marketing.

You will be working alongside our Communications Lead, who will provide mentorship and support to help you excel in your communications career. You will also benefit from working across programmes and projects with all members of the Student Minds' team, growing your communication and relationship skills and knowledge of higher education and student mental health.

As an employer, we prioritise bringing in new experiences and perspectives into our organisation, so we want anyone who is excited by this post to seriously consider it. We especially welcome applications from people from racialised and minoritised backgrounds, disabled people and individuals from LGBTQ+ communities. We are an employer that sees potential and understands that people's lives and careers are varied.

Ultimately, if you're someone who is experienced in running social media accounts or creating social media campaigns, we would appreciate you taking the time to introduce yourself.

Please be aware that we only want to hear from candidates that will stand with us fully in our work to become a truly anti-racist organisation. This is an absolute non-negotiable - inclusion and belonging is crucial to the culture we have built and are building. We are working hard to become a fully inclusive organisation, and supported by our antiracism consultant, we are having the hard conversations about the culture we want to create in the decade ahead.

We hope to hear from you soon,



Rosie Tressler, OBE
CEO

About Student Minds

No student should be held back by their mental health.

We challenge the health sector, higher education sector and government to work with students when making decisions that impact them, and we make them accountable for prioritising student mental health.

By creating and curating resources, stories and tools, we empower students to build their own mental health toolkit to support themselves and their peers through university life and beyond. Together, we're improving university communities so that every student gets the mental health support they need to reach their goals.

We're proud of the progress we've made over the last decade, and the thousands of students and professionals, leaders, funders, and policymakers involved in improving student wellbeing. But we also recognise there is a long way to go to achieve our mission. We're just getting started!

Over the next ten years, we commit to:

- Continue driving positive change for students. We'll keep working with the higher education sector, health sector, and government to make student mental health a priority, and we'll continue empowering students to look after their own mental health.
- Ensuring that positive change lasts. We'll focus on preventative, sustainable, long-term changes that will benefit future generations, as well as the students of today.

You can find out more about the team at Student Minds on our website, read about our trustees, as well as our strategy and latest Impact Report.



About Student Minds

We are a social movement.

At Student Minds, our wider network is at the heart of what we do. Working with our different **governance groups**, we are able to elevate student voices, foster diversity, and embed clinical expertise into the core of our work.

Anti-Racism Council (ARC)

At Student Minds, equity and inclusion are at the core of who we are. In 2020, we committed to a vital journey: becoming a truly anti-racist organisation. We know this work demands continuous effort, courage, and a shared willingness to confront uncomfortable truths, but it is a commitment we are deeply dedicated to. By being transparent about our journey, we hope to inspire others across the charity sector to champion inclusion and build truly diverse, supportive communities.

You can read more about our commitment to Anti-Racism in **this newspiece.**

Clinical Advisory Group (CAG)

The Clinical Advisory Group (CAG) advises Student Minds on the development of our mental health programmes and major strategic decisions about our work.

CAG is comprised of 7 mental health professionals, all of whom bring their unique clinical expertise:

- Sarah Garlick
- Dr Jonathan Gibb
- Dr Gareth Hughes
- Dr Denise Meyer
- Dr Dominique Thomson
- Professor Katharine Rimes
- Alice Wilson

You can **read more about our CAG members, here.**

Student Advisory Committee (SAC)

The SAC advises us on strategic decisions and helps inform our methods and approaches to engage students. It consists of students, recent graduates and Students' Union officers. The SAC meets multiple times a year with Student Minds staff, to discuss priority issues for students, and Student Minds' influencing priorities.

You can **read more about SAC and its members here.**

Trustee Board

Our trustee board provides accountability, oversight and governance. The board is made up of experts from across the charity, higher education, business and health care sectors. They bring expertise in a range of areas, including marketing and communications, EDI, mental health and wellbeing, and law.

In April 2026 we were thrilled to welcome Professor Nic Beech as our new Chair, alongside six new trustees (including 2 students), committed to ensuring no student is held back by their mental health.

You can **read more about our trustees here.**

Our values



Collaborative

Teamwork and strategic partnerships help us to achieve better results. We are respectful, supportive and inclusive.



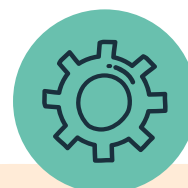
Empowering

We invest in people, in the belief that they hold the key to effecting real change. We listen and mobilise the student voice.



Courageous

We are willing to challenge the status quo and be decisive to shape a better future. We are ambitious, optimistic and will push the boundaries.

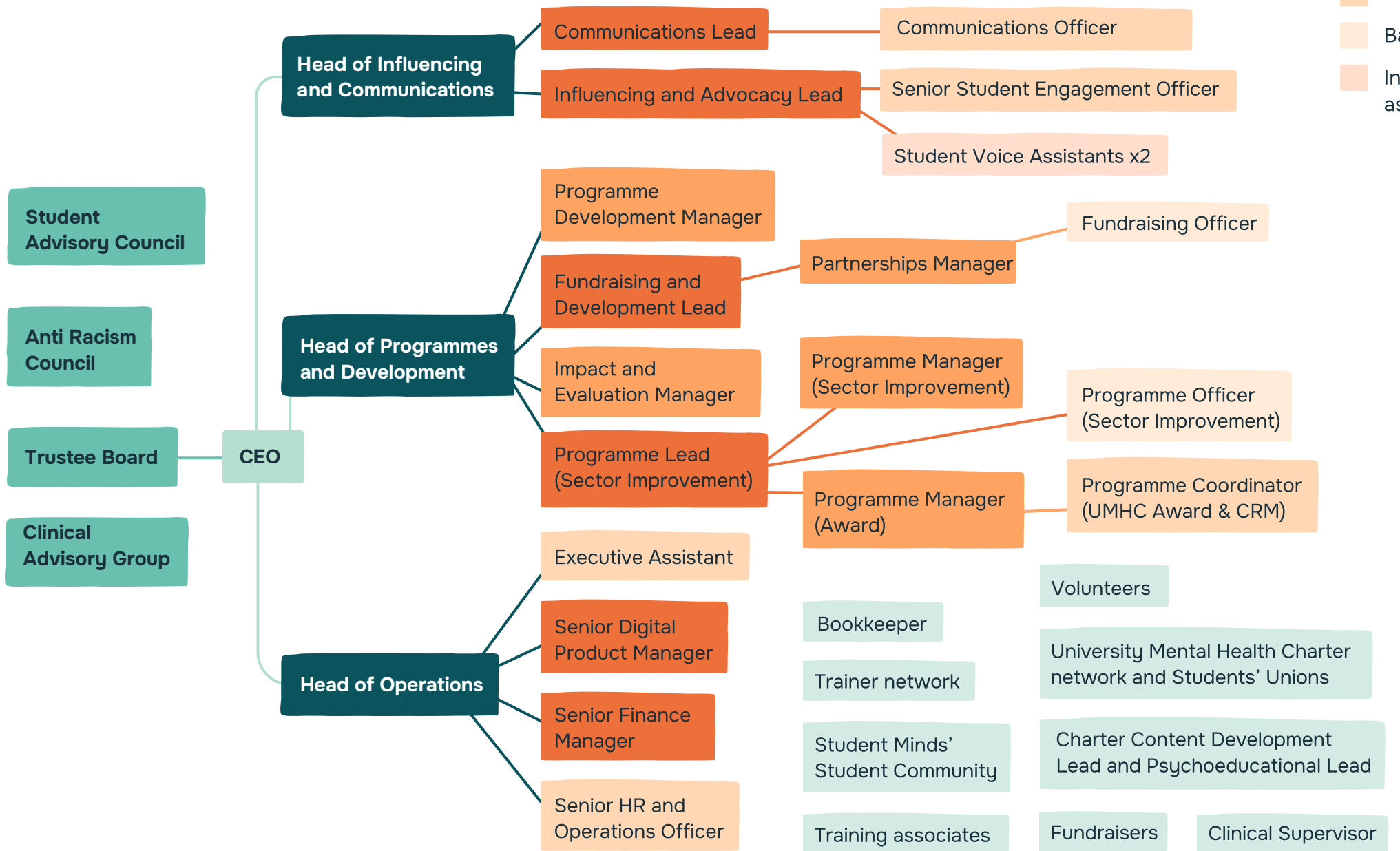


Innovative

We strive for the best solution and the highest quality, using expert knowledge and evidence. We learn from our ground-breaking research and data to develop and grow.

Organisational chart

- Band A
- Band B
- Band C
- Band D
- Band E
- Intern/assistant



About the role

Communications Officer

The Communications Officer plays an important role in ensuring our audiences get the information and the support that they need across our key channels. This is a varied role where you will gain experience in several areas of communications and marketing, including social media, content creation and email marketing. You will be working alongside our Communications Lead, who will provide mentorship and support to help you excel in your communications career. You will also benefit from working across programmes and projects with all members of the Student Minds' team, growing your communication and relationship skills and knowledge of higher education and student mental health.

Our social media accounts are a key communications tool for the charity. They enable us to engage with our networks, provide resources and support, and communicate our work, impact, and the importance of student mental health. These tools work together with our digital marketing and website to effectively communicate with our audiences. We use several social media platforms, including Instagram, TikTok, LinkedIn, BlueSky, YouTube and Facebook. This role will help us improve our platforms and storytelling, ensuring students' voices and experiences are at the centre. This will involve working with students and our advisory groups to share their stories and listen to their improvements for change. You will play a key role in communicating our work to ensure no student is held back by their mental health.



Key information

Location:	Flexible, open to hybrid and remote working, with occasional travel to Leeds required.
Accountable to	Communications Lead
Hours of work:	Full time (37.5 hours a week)
Contract:	12 months fixed term
Salary range:	Band E £26,227.5
Role purpose:	To support the charity's communications and marketing activities. Sharing support for students, our programmes, influencing and advocacy, and income generation on social media. Working with the wider team to support their project comms, sharing key learnings and evaluations with the wider team to develop and improve how we communicate with our key audiences.
Start date:	As soon as practicable



Key responsibilities

Social media

- Scheduling posts on our social media management platform and organising our social media calendar.
- Creating content for social media channels, including designing digital assets such as photo and video content.
- Content moderation and responding to comments, questions and messages across our social media platforms.
- Helping us react to news and events happening in real-time which impact students and university communities.
- Keeping up to date with any changes to social media platforms and trends and making changes if needed in response to them.

Communications and marketing

- Support and create digital campaigns to promote our programmes and vision.
- Collate, edit and schedule content for our national digital newsletters, tailoring the content to the relevant audience.
- Work with the Communications Lead to champion brand compliance and make sure we are consistent with our branding across all of our work.
- Prepare content for key student, higher education and mental health awareness days, holidays and events throughout the student calendar.

Storytelling and student voice

- Champion student involvement in content creation and support students to safely develop and share their stories and experiences through videos and blogs.
- Work with our Senior Digital Product Manager to share stories on our website.
- Create and share newsletters with the Student Minds Student Community, working with our student engagement committee.
- Work with students, influencers and partners to create and make content with us to share across our channels.
- Have an understanding of students' needs and values, keeping up to date with current trends to successfully engage students through communications and marketing.

Key responsibilities

Monitoring and evaluation

- Analyse and share key insights and learnings about our social media platforms with the team.
- Evaluate our national newsletter and make changes to improve it.
- Evaluate our communications campaigns and share key learnings with the team.

Support the wider team with communications and project support

- Create and share the internal newsletter to share updates with the staff team
- Support other members of staff with project-specific digital newsletters.
- Become a digital champion and utilise website data and evaluations to improve our communications and content development.
- Provide communications support, knowledge and insights to project teams to help them achieve their goals. Help team members explore how to reach their target audiences based on the available budget and resources.

Other duties

- Such other duties as may be reasonably prescribed by the organisation, appropriate to the grade and responsibilities of this post.
- Attend regular team meetings with the Student Minds team and colleagues throughout the year as required.
- Keep up to date with knowledge in your own area of work.
- Uphold the organisation's values and ensure the team upholds these, including embedding Equity, Diversity and Inclusion practices and engaging with our antiracism work.
- Follow data protection, safeguarding, confidentiality and relevant organisational policies and procedures.
- Work in a flexible way and undertake tasks to support Student Minds colleagues as needed.

Please note that this job description is an indicative list of responsibilities of the role, and it's not exhaustive.

Person specification

The successful candidate will be able to demonstrate the majority of the following competencies and experience:

Lead criterion

To ensure a fair and efficient review process, we assess all applications against one lead criterion first. Please note that if your application does not clearly demonstrate this experience, it will not progress to the next stage of shortlisting.

- **Social media and communications campaigns:** running social media accounts or creating communications campaigns for a cause. This includes using SproutSocial or a similar social media scheduling tool.

Essential/Minimum

- **Digital image creation:** using Canva or a similar programme to create and share digital images.
- **Communication skills:** good communication, both written and verbal, with experience writing engaging content for different audiences, with a high level of accuracy and attention to detail.
- **Knowledge of marketing and social media:** a good knowledge of social media platforms and trends, including the best way to reach students and university communities through marketing.
- **Stakeholder relationships:** ability to build and maintain good working relationships with a range of stakeholders, including internal colleagues, beneficiaries and external stakeholders, and work both independently and collaboratively with team members. This includes confidence in sharing constructive feedback in a fair and supportive way.
- **Time management:** excellent time management skills, with the ability to apply good judgement to manage, prioritise and balance conflicting demands.
- **Commitment to Student Minds vision and values:** including our priorities of student co-production, inclusion and anti-racism and an interest in mental health and wellbeing.

Please continue to the next page to see the desirable criteria.

Person specification

While not essential to apply, these criteria represent additional skills and experiences that will give your application a competitive edge and help you hit the ground running.

Desirable

- **Video creation:** sharing and editing videos and adding captions for social media and YouTube.
- **Newsletters and email marketing:** using Mailchimp or a similar email marketing system to share newsletters with a large audience.
- **Sector knowledge:** knowledge of the mental health landscape in UK higher education and issues facing students generally. This could include experience working with students, in higher education or within the mental health sector.
- **Navigating the hostile environment on social media:** ability to respond and react to difficult messages and respond in a rational and timely way.
- **Evaluation:** knowledge of evaluation techniques and how to turn communications data into learning.
- **Technical proficiency:** Practical use of digital collaboration tools (e.g. Google Workspace, MS Office, Slack, Asana)



Benefits

We want people to *thrive* at Student Minds; we believe you do your best work when you feel your best. As such, our team comes first and we are proud of our culture; we offer a supportive, flexible and enjoyable place to work.

As part of our staff team, the following benefits are available:

- **Generous annual leave allowance** - 25 days annual leave, plus bank holidays, plus a 2-week winter closure
- **Flexible working** - we encourage all employees to reflect on when and where they work best and how they need to fit work around caring or other commitments
- **Wellbeing** is at the heart of what we do - we support staff to implement Wellness Action Plans, provide an employee assistance programme, and offer 10% of weekly working hours for you to invest in your wellbeing
- **Winter Flu vaccination**
- **Learning and Development** opportunities.

For other benefits and more information please see our [website](#).



Accessibility and inclusivity

Our jobs are open to all.

We believe that diversity in the workplace creates dynamic, relevant organisations, fostering spaces for innovation and creativity. Embracing diversity, promoting equality, and challenging discrimination are values we wholeheartedly endorse. We warmly welcome job applications from individuals of all backgrounds.

This broader collective perspective enriches our ability to make a significant impact, and we are actively striving to enhance diversity within our team. We're looking forward to hearing from candidates who want to help us make our vision a reality. We are keen to hear from individuals with personal experience of mental health difficulties, and we particularly encourage applications from men and ethnic minorities, who are currently under-represented in Student Minds.

You'll notice that we don't collect CVs at Student Minds, and instead, we have a short application form to create more of a level playing field for all of our applicants. We also ask for you to complete our separate equality monitoring form - this is kept separate from the main application process and only reviewed if you confirm you would like to be considered under our **Priority Interview Scheme** for candidates from an ethnically diverse background or where there is a tie-breaker in shortlisting so we can consider inviting those who are currently underrepresented in Student Minds to interview as a priority. For more information on the Priority Interview Scheme, [please refer to our website](#).

We are committed to making our roles and culture inclusive. We can make reasonable adjustments to application processes, interviews, locations and working hours on a case-by-case basis.

If you are interested in applying and have particular accessibility needs, including special educational needs, please get in touch at vacancies@studentminds.org.uk and let us know any requirements you may have.



To apply

Please detail your relevant skills and experience that make you a good fit for the role. Please use the person specification as a guide. You might want to use the STAR method to structure the answers you give to questions.

Please note that we reserve the right to close the application deadline earlier than anticipated if we feel we have received a sufficient number of qualified candidates.

As part of the interview, there may be a short task, which we will provide details about 5 days in advance, to allow candidates time to prepare. We will also provide the interview questions 1 hour in advance so that all candidates can perform at their best.

The deadline for applications is **Thursday 25th June, 23:59.**

Interviews will take place on the **9th July** online via Google Meet.

To apply:

- Fill in our [equality monitoring form](#)
- **[Complete this personal details form](#)**
- Download, complete, and submit [this application form](#) to vacancies@studentminds.org.uk, including your unique code in the subject of the email.

If you have any questions about the role itself, please contact Amy (Senior HR and Operations Officer) at vacancies@studentminds.org.uk, who will share your enquiry with the relevant member of the team.





Find us online

www.studentminds.org.uk

@StudentMindsOrg

