



Job title: Communications and Digital Content Assistant (Best For You)

Reporting to: Communications and Digital Content Manager (Best For You)

Salary: £27,000.00- £30,000.00

Location: CW+ (SW10 9HS), hybrid working with an expectation of five days a fortnight in the CW+ office

Contract: Full time, fixed term contract for 12 months with the possibility of extension

We have an exciting opportunity for a Communications and Digital Content Assistant to join the Communications Team at CW+, working on the Best For You programme.

We're looking for someone with excellent communication skills and an interest in young people's mental health and wellbeing to support us to make sure that young people can access the mental health support that's right for them as soon as they need it.

You'll already have some experience creating content and using social media, whether through education, work, volunteering or personal projects. We'll support you to build on these foundations and continue developing your skills in areas including social media, website content, making sure content can be found by search engines and AI tools (SEO and GEO), and building professional relationships with partner organisations.

About CW+

CW+ is the official charity of Chelsea and Westminster Hospital NHS Foundation Trust, including all of its hospitals and clinics. Our generous supporters and partners enable us to:

- Build and enhance clinical facilities to create an outstanding healing environment for patients and staff
- Deliver a unique art and design programme to transform the experience and wellbeing of our patients
- Invest in health innovation to deliver exceptional patient care

About Best For You

Best For You is a new approach to mental health care designed for – and in consultation with – young people and their families.

Best For You has already achieved a lot, and we have ambitious plans for the future. Over the past five years, we've launched a website providing 24/7 support to young people, built state-of-the-art NHS spaces, and connected organisations within and beyond the NHS to create partnerships that support young people in our local area and beyond.

The Communications and Digital Content Assistant (Best For You) will support the programme as a whole, with a focus on Best For You Digital (including the Best For You website and social media channels).



Best For You is run in partnership by four organisations, alongside young people: CW+, Central and North West London NHS Foundation Trust (CNWL), Chelsea and Westminster Hospital NHS Foundation Trust, and West London NHS Trust. It is being evaluated by Imperial College.

You can find out more about Best For You [on the CW+ website](#) and the [Best For You website](#).

Job purpose

The Communications and Digital Content Assistant (Best For You) is a brand-new role designed to help us to continue developing Best For You, while expanding its reach so more young people can access support.

Working within the Communications Team (with links to the Major Programmes Team) the Communications and Digital Content Assistant (Best For You) will support the wider team to increase the programme's digital presence, produce timely content for young people, and tell young people about the support Best For You provides.

Over the next two years, we're going to work with young people to:

- Promote Best For You in every school in north-west London.
- Continue developing the UK's leading digital platform for youth mental health support, increasing users by 81% by 2028.
- Create further video content as part of our partnership with YouTube, increasing subscribers by 44% by 2028.

In doing so, we will continue in our mission to create a world in which every young person can access the mental health support that's right for them as soon as they need it.

Key responsibilities and duties

As the Communications and Digital Content Assistant (Best For You), you will:

1. Support with planning, producing and scheduling content for the Best For You social media channels, including creating reels and other short-form content.
2. Support with day-to-day social media management, including helping with community management (responding to comments and DMs within your working hours) and reporting on key performance metrics.
3. Assist with research into new digital and offline communications channels, including gathering information on opportunities, risks and practical considerations to support decision-making.
4. Assist with planning new digital and offline communications channels, including researching strong examples and drafting content.



5. Support the creation of video content, including helping to recruit participants, develop concepts and scripts, film iPhone content, and plan larger-scale film shoots with external videographers.
6. Help us promote Best For You in north-west London schools and universities, including by coordinating activity with education staff, delivering virtual presentations about the programme using existing materials, and supporting in-person events.
7. Help us communicate with partner organisations, by sharing resources, responding to routine queries, and helping to make sure partners have accurate and up-to-date information about Best For You.
8. Assist with the upkeep of the Best For You website, including updating information and helping to develop new content.
9. Support young people to shape Best For You and feature in content by coordinating opportunities to participate and assisting with administrative processes.
10. Help clinicians to inform and feature in content by coordinating opportunities to participate and assisting with administrative processes (including content sign off).

Person specification

Essential

- Excellent written and verbal communication skills.
- Knowledge of social media platforms and trends.
- Experience of content creation, whether personal or professional.
- Experience of writing for a website, blog, or social media.
- Confident using Microsoft Office (Outlook, Word, PowerPoint, and Excel).
- Strong organisational skills.
- An interest in young people's mental health and wellbeing.
- Comfortable discussing and writing about mental health and mental ill-health.
- Eager to learn and develop, including design skills and subject-specific knowledge.
- Committed to embracing diversity, equity, inclusion and belonging.

Desirable

- Experience of using design software such as Canva or Adobe programmes (Photoshop, Illustrator, InDesign).
- Experience of using video editing software such as CapCut or Adobe Premiere Pro.
- Experience creating content for an audience of young people and/or creating content about wellbeing.
- Confident taking photos and filming videos using a phone.



We will provide specific training as needed, including training you to use design and video editing software.

Key terms and benefits

Hours: 35 a week (normally 9am to 5pm, Monday to Friday)

Pension: 8% Company contribution

Holiday: 27 annual leave days per annum

Benefits: Access to HSF Healthcare plan

How to apply

- Please submit a CV and detailed cover letter (maximum 2 pages), demonstrating your suitability for the role to kylie.irving@cwplu.org.uk
- If you want to, you can use AI to check your spelling and grammar or proofread your application for you. Please do not use AI to write your CV or cover letter for you – we want to get to know the person behind the application, so we want to hear about your experience and interests in your own voice.