



Allkind

Candidate Pack

Digital Communications Officer



www.allkind.org.uk

Registered charity, no. 292708



Allkind

Welcome

Dear Candidate,

Thank you for your interest in working at Allkind.



This is a genuinely exciting moment to join us. In December 2024, we merged two brilliant organisations into one. Since then, we've been building towards something bigger. In April 2026, we became Allkind, a charity that puts kindness at the heart of mental health support for all kinds of people, of all ages.

We've spent four decades listening to our communities and know that mental health need has never been greater. What we know is that there's no one-size-fits-all when it comes to mental health. So, we work with people at their pace, in a way that suits them, across the whole mental health spectrum. Last year, we supported over 22,000 people, but we want to reach more.

We work alongside the NHS and local commissioners to deliver care that's modern, outcome-focused, and built around real lives. We're ambitious about what's possible, and we're building the team to match.

Joining us means joining a team that's growing fast and making a difference every single day. Our retention speaks for itself. People join us and stay because they're driven by the impact we have.

If you're ready to be part of this new chapter, we'd love to welcome you.

Simon Thompson,
CEO

A handwritten signature of Simon Thompson in black ink. The signature is written in a cursive, flowing style and matches the printed name above it.

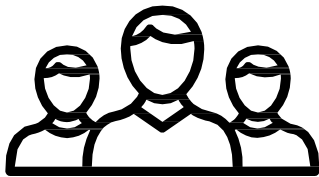
About us

With the need for mental health support at an all-time high, choice is shrinking and services are being stretched. We believe everyone deserves better.

At Allkind, we offer support across the whole mental health spectrum for people of all ages, from infants to older adults. We've been listening to our communities for over 40 years, and it's clear there's no one-size-fits-all when it comes to mental health care.

We're determined to make sure all kinds of people are supported through their mental health challenges, so they can live the life they deserve. Welcome to mental health support with kindness at its heart.

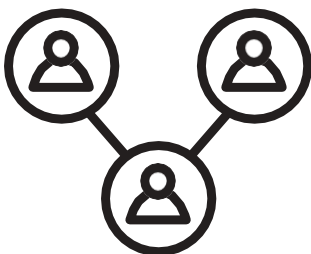
Our Values



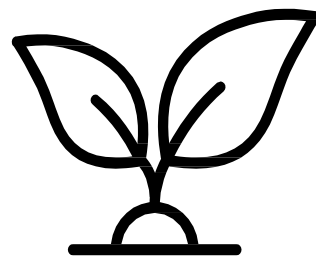
Make way for everyone



Be the anchor



Make lasting connections



Grow with purpose

What we do

We work alongside the NHS and local authorities to provide mental health support that makes a real difference in people's lives. By focusing on early support, we help people get the right care sooner, while continuing to stand beside those living with more complex mental health challenges.

Our services reach across London, supporting people of all ages and backgrounds. We're part of the communities we serve, and many of our services are shaped and led by people with lived experience. Decades of listening mean we understand what local people need and can respond in ways that feel relevant and personal.

We're practical, responsive and focused on making support accessible. Our experienced and compassionate team brings specialist skills alongside empathy and understanding, creating trusted spaces where people feel safe to seek help.



Our team

We're looking for thoughtful, motivated people who care about making a difference to join our team. Together, we work towards a shared goal: making mental health support kinder, more accessible and shaped around people's lives.

At Allkind, you'll be trusted to grow, contribute your ideas and make meaningful decisions. We want everyone who works with us to feel supported to develop, both professionally and personally.

Kindness, openness and inclusion sit at the heart of who we are. We work alongside communities who face unequal access to support, so we welcome applications from people with lived experience of mental health challenges or social disadvantage.

We want our team to reflect the rich diversity of the communities we serve, and strongly encourage applications from people from ethnically diverse backgrounds.



Job Description

Job Title	Digital Communications Officer
Salary	£32,280 per annum
Hours of work:	Full Time (37.5 p/w)
Accountable to:	Director of Communications & Engagement
Functional Responsibility	Communications
Job purpose	<p>To oversee all social media outputs and website maintenance and content management.</p> <p>Increase the Allkinds reach, impact, followers and visibility through influential marketing and communications across London.</p> <p>To support other aspects of work covered by the communications and fundraising teams.</p>

Specific Responsibilities

Social Media Responsibilities (40%)

- Create and publish regular, engaging social media content relating to Allkind's services, projects, fundraising, news and events tailored according to audiences and channels, including Facebook, Instagram, LinkedIn, TikTok and YouTube.
- Plan and maintain a social media content calendar to ensure timely promotion of services, campaigns, events and fundraising activity, while identifying relevant awareness days and key moments to align content with.
- Identify and engage with local groups, organisations and partners online, ensuring appropriate tagging and use of hashtags to extend reach, increase engagement and raise awareness of Allkind and its services.
- Manage and optimise Meta advertising campaigns and support the use of Google Ads and Google Analytics in line with the promotional needs of services and projects.
- Monitor Allkind's social media channels and manage any issues that arise, including responding appropriately to comments or messages that may present reputational risk, consulting with senior staff where required.
- Lead on video content creation and support the development of Allkind's TikTok presence to expand engagement with younger audiences.
- Ensure that queries and comments presented through our social media channels are responded to in a friendly and timely manner. This includes monitoring and responding to reviews left on our Google Business Profile.
- Be proactive in engaging with followers, other charities and key campaigns to drive engagement and brand awareness

Website Responsibilities (30%)

- Maintain and update Allkind's website using WordPress, ensuring that all information about services, projects and organisational updates is accurate, engaging and up to date.
- Create and publish website content, including news stories, service pages and campaign pages, ensuring content is accessible, engaging and aligned with the organisation's tone of voice.
- Design and update webpages to support campaigns, events and fundraising activity.
- Work closely with the website developer to troubleshoot issues, implement improvements and support the ongoing development of the website.
- Liaise regularly with service leads and teams across the organisation to ensure website content remains relevant, accurate and reflective of current services and projects.
- Build strong relationships with staff and volunteers to identify stories, updates and achievements that can be developed into engaging website content.

Other Communications/Marketing Responsibilities (30%)

- Work closely with the Communications team to identify and communicate key news items online and support the creation of offline promotional materials where required.
- Support the promotion of fundraising campaigns, challenge events and new organisational initiatives. This will include occasional weekend work to capture content at events such as marathons.
- Capture images and video during events and activities for promotional purposes and maintain an organised and accessible organisational photo library.
- Contribute to the planning and delivery of communications campaigns and awareness activities linked to key calendar moments, such as Mental Health Awareness Week.
- Support colleagues across the organisation to follow corporate and brand guidelines relating to email, social media and website content.
- Contribute to staff inductions by helping new staff understand the importance of communications and how they can support organisational messaging, including co-facilitating brand and communications induction sessions.
- Monitor and analyse website and social media performance using tools such as Google Analytics and platform insights, identifying trends and engagement patterns. Produce monthly performance summaries for the Director of Communications & Engagement and contribute to quarterly communications reports for committees and senior management.
- Contribute to communications and marketing work plans and support the development of the organisation's marketing and communications strategy, including developing systems and processes that help measure the impact of communications activity to inform future approaches.

This Job Description does not provide an exhaustive list of duties and may be reviewed in conjunction with the post holder in light of department development.

Person Specification

Element	Description	Essential/desirable
Experience & Qualifications	Qualifications in or considerable working experience in digital marketing (S)	D
	Certificates or training in digital marketing, website development/ maintenance and/or social media (S)	E
	Experience of managing social media output across all platforms for an organisation and using a scheduling tool such as Hootsuite, Social Pilot, or equivalent platform	E
	Experience using design tools (e.g. Canva, Adobe Creative Suite) to create clean, engaging graphics that translate ideas into compelling visual content.	D
	Meta and/or Google ads experience (S)	D
Skills/Knowledge	Knowledge of how effective communications is linked to an organisations overall success (I)	E
	Good written communication and editing skills and the ability to present information clearly, including in reports (S)	E
	Excellent interpersonal skills and the ability to communicate with a wide range of people (S & I)	E
	Photography and videography skills. This includes video recording and editing for short-form social media content	D
	Strong attention to detail (S)	E
	Strong organisational skills (I)	E
Specific Attributes/Abilities	Using a Content Management System (preferably Wordpress) to manage and maintain a website (S)	D
	Understanding of, and commitment to, equity, diversity and inclusion in the context of communications (S)	E
	An understanding of how to use digital platforms to generate fundraising activity (S)	E
	Proven ability to effectively manage a workload with competing priorities (I)	E
	An ability to write impactful and engaging posts which reach a variety of different audiences (S&I)	E

	The ability to plan online communications according to a brief (I)	E
	Ability to work flexibly to meet the needs of the service, including some evening and weekend working	E
	An understanding of how to measure the impact of communications, what tools would be used and how this may result in changes to marketing approaches (S & I)	E
	An understanding of how to use digital communications tools to maximise reach across a range of demographics	E

Benefits

- Hybrid/flexible-working if role permits
- Generous annual leave plus bank holidays
- Learning and development opportunities
- Free eye test and possible contribution to glasses
- Ride to Work – Interest Free Load over 12-month period, monthly deduction from salary
- Employee Assistance Programme
- Interest free loan

How to apply

- Deadline for submission of application: **Monday 27th April 2026**
- Interviews are scheduled for: **Thursday 7th May 2026**
- For enquiries about this role, please contact: Charlotte Fletcher, Director of Communications & Engagement, cfletcher@allkind.org.uk.
- We reserve the right to close the application window early and without notice a suitable number of applications should be received

Get in touch!

www.allkind.org.uk

020 7259 8100

Vacancies@allkind.org.uk



Allkind

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