

Communications and Engagement Officer Application Pack

Date: 25th April 2024





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| Job Title: | Communications and Engagement Officer |
| Salary: | £31,492 to £34,782 (depending on experience) (+3% pension contribution) |
| Working hours: | 37.5 hours per week |
| Contract length: | Permanent |
| Reports to: | Haringey Community Collaborative Manager |
| Based: | London Borough of Haringey |

About MIND in Haringey

MIND in Haringey (established in 1984) is one of the leading mental health services in Haringey. We provide a range of services, information, and advice to anyone affected by a mental health problem, primarily in Haringey. We work to prevent mental health problems, promote mental wellbeing, and ensure those with mental health problems are respected and included in our local community. One in four people are affected by mental health in Haringey, out of a population of 225,000 that's over 54,000 people. This includes 2,413 children and young people.

Our services respond to needs identified by service users; working to increase wellbeing, confidence, social integration, and independence. We work with more than 3000 adults and young people affected by mental ill health each year.

Our Values

- We listen with care, respect, and reassurance to everyone we encounter
- We seek to influence and improve mental health services in Haringey, raising awareness and challenging both stigma and discrimination

- We are committed to easy and equal access for everyone in Haringey
- We consider opportunities for collaboration when developing services
- We seek continuous improvement in all we do

About Public Voice

Public Voice is a Community Interest Company (CIC) with a mission to improve neighbourhoods, the lives of the people who live in them and the public services they use.

Through our work, we ensure people in the community are heard – bringing together diverse voices and including those who find themselves marginalised or are rarely reached by service providers. We take a user-centred, co-production approach to understanding individuals' and communities' needs, and translate that into meaningful insights for service providers in government, public health, and housing. The results are better outcomes for residents and service users, more effective and efficient services for providers, and stronger and healthier neighbourhoods.

The role

MIND in Haringey and its partner Public Voice delivers the Voluntary and Community (VCS) Capacity Building contract commissioned by the London Borough of Haringey. The contract, which runs from May 2024 to April 2027 can be extended for a further four years at the discretion of the Client. The Contract includes the administration and management of the Volunteer Centre and the development and promotion of a Navigation Network (NavNet) knowledge sharing platform, META Workplace.

The Community Collaborative team will be located across different sectors of the Borough employed by either MIND in Haringey or Public Voice who make up the consortium partners. Day-to-day management of the Community Collaborative service is the responsibility of the Haringey Community Collaborative Manager.

About You

We are looking for a Communications and Engagement Officer with at least two years of relevant experience, who will be able to contribute to our new VCS Capacity Building contract.

Having a good level of experience in producing and designing communications content, excellent copy writing skills with the ability to create clear and compelling content, excellent attention to detail and a strong track record in developing communications which stand out and increase both engagement and awareness.

Someone who enjoys working with the local community and able to use their communication and engagement skills to ensure we are reaching all parts of the VCS community within the Borough of Haringey. Having knowledge of the VCS within Haringey would be an advantage, but not essential.

You'll have strong digital skills, including Adobe Creative Cloud (or at least InDesign), website CMS, social media and Microsoft O365, with an interest in learning and developing your skills on the job.

Job Summary

The Communication and Engagement Officer is responsible for the production of communication plans and delivery of accessible communications content (digital and print) to meet the requirements of the Contract. This includes regular information bulletins which support VCS development and promote volunteering opportunities as well as communications relating to workshops and other events. The post holder will also be a resource to support VCS organisations to develop and improve their communications across all media. The post holder will work closely with the VCS Workplace Development Manager as a primary channel of communication will increasingly be the Workplace platform. The post holder will contribute to and be guided by the Communications Strategy and ensure that all communications adhere to the brand guidelines.

Main Duties

1. Develop communication plans for, and participate in, promotional events and activities to further the aims and objectives of the Service.
2. To be responsible for social media communications on all platforms, ensuring that content is current, relevant and appropriate.
3. To update MIND in Haringey and Public Voice websites with relevant information as required.
4. To give advice and training to VCS organisations on their communications planning and outputs, including social media content.
5. Support the monthly co-produced VCS Forum meeting with appropriate communications materials and information.

6. Contribute to best practice workshops and other VCS development activities.
7. Map and list groups and organisations, with contact details, that are active within the VCS sector in Haringey and ensure that this database is inclusive and kept up to date.
8. Work closely with the VCS Workplace Development Manager to support information sharing for the users of the NavNet Workplace platform.
9. Produce a weekly MailChimp information e-bulletin for VCS and other subscribers to include funding / grant opportunities, job vacancies, policy updates and other relevant information.
10. Work with VIOs to help promote volunteering opportunities via the Do-it website and promote volunteering opportunities in Haringey.
11. Manage a dedicated volunteer mailing list and produce a monthly e-bulletin.
12. Collect case studies and good news stories around the volunteer experience and use them for developing volunteering campaigns and supporting the annual Volunteer Awards.
13. Promote and support volunteer events, including but not limited to: the Annual Volunteer Awards Ceremony, Volunteer Fairs, Volunteer Manager and Co-ordinator Forums.
14. Record activities, including attendance at forums and meetings, and produce monitoring reports as required.
15. Ensure that information is stored on secure databases and personal information is processed in accordance with GDPR requirements.

Other Accountabilities

1. Work as part of a team, collaborating with colleagues and partners, and contribute to the wider Haringey Community Collaborative strategy.
2. Act in line with MIND in Haringey and Public Voice missions and values, as well as policies and procedures.
3. Help to promote the work of MIND in Haringey and Public Voice.
4. Undertake other duties as required to support the smooth functioning of Haringey Community Collaborative in keeping with the overall grading and general responsibilities of the post.

How to apply

For more information please download the application pack. To apply, please email a copy of your CV and a personal statement of no more than two sides of A4 detailing your suitability for the role to info@publicvoice.london. Deadline for applications is **9am on Monday 20th May 2024**. Shortlisted candidates will be invited for interview week commencing 27th May 2024.

If you require the application pack in an alternative format or for any other enquiries, please call the office on 020 3196 1900.

Equality, diversity and inclusion

MIND in Haringey strives to provide a positive and professional working environment for both staff and volunteers. We believe that a happy workforce helps us to provide the best possible service to our clients. We offer flexible working hours, generous holiday allowance and adhere to the Equal Opportunities act.

We pride ourselves on paying all members of staff at Mind in Haringey the London living wage, and delivering regular training opportunities for staff and volunteers, such as the MHFA Adult Two Day course; Safeguarding training from Haringey Council; Crisis and Suicide Prevention training with Thrive London; external speakers to deliver monthly training to the team; individual training opportunities to support roles.

We champion our diverse team of staff and volunteers and encourage people with lived experience of a mental health problem to apply for our jobs.

| Person specification | | |
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| Qualifications | Essential | Desirable |
| Relevant degree or equivalent experience | • | |
| Experience | | |
| Two years' communications experience in a similar role | • | |
| Contributing in the development of a communications strategy and planning | • | |
| Experience of creating/production of Communication plans | • | |
| Experience of creating and delivering accessible communications content for multiple channels and platforms (digital and print) | • | |
| Experience of managing regular communications, newsletters and mailing lists | • | |
| Comfort working with audience data, and data management systems | • | |
| Working in a diverse urban environment | | • |
| Experience of producing monitoring reports | | • |
| Experience of organising or supporting coordination of events | • | |
| Knowledge | | |
| Understanding of communications methods and outcomes | • | |
| Ability to increase engagement and awareness | • | |
| Strong track record in developing high quality communications | • | |
| Multi-channel communications and audiences | • | |
| Ability to understand the significance of cultural differences | • | |
| A good understanding of the VCS in particular within the Borough of Haringey would be an advantage | | • |
| Good understanding of GDPR legislation and requirements, ensuring compliance and reporting breaches in line with Procedures | • | |
| Skills | | |
| Copywriting, editing, and proofreading | • | |

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| Communications project delivery, such as campaign planning, implementation and evaluation | • | |
| Excellent communication skills, (verbal and written), including report writing, the ability to communicate with a variety of people at all levels | • | |
| Excellent organisational and time management skills | • | |
| Able to manage competing priorities and work to deadlines | • | |
| IT skills – Demonstrable competence in Adobe InDesign and Adobe Photoshop, and advanced Microsoft Office 365, SharePoint, Teams and Zoom | • | |
| Strong website management skills (CMS), managing, developing and updating content | • | |
| WordPress and Drupal CMS | | • |
| An ability to work independently and as part of a team | • | |
| Confident in delivering advice and training to VCS organisations regarding their communications | • | |
| Adhering to brand guidelines | • | |
| Other | | |
| Ongoing learning and development, adaptable to new projects and environments | • | |
| A commitment to working in line with MIND in Haringey and Public Voice Mission and Values | • | |
| A current enhanced DBS check required | • | |