

COMMUNICATIONS AND MARKETING OFFICER JOB DESCRIPTION

Post:	Communications and Marketing Executive
Contract:	Full time, permanent contract, 37.5 hours pw
Salary:	£36,000 per annum
Responsible to:	Head of Branding & Development
Accountable to:	CEO and Head of Branding & Development
Location:	Brent Centre for Young People, NW London with hybrid working
Working primarily with:	Research, Finance, Fundraising and Clinical Services Teams, as well as outside suppliers and Trustees

The Brent Centre for Young People

The Brent Centre for Young People (BCYP) is the leading mental health charity for young people in Northwest London, helping over 800 young people a year with a wide range of issues. We offer specialised treatment in the areas of depression, suicide prevention, self-harm, eating disorders, exam anxiety and more. Our approach is rooted in psychoanalytic psychotherapy. We aim to reach significantly more young people in the years ahead, drawing on our heritage that combines specialist treatment in-house and outreach into communities. The Brent Centre is also an important Research Centre on Adolescent Breakdown and Psychotherapy.

About the Role

BCYP is seeking a seasoned Communications and Marketing Officer who will design and implement a strategy to boost BCYP's brand and support the efforts of clinicians and researchers' projects. The candidate will also support the fundraising team through grassroots event management and the adoption of a small portfolio of donors.

The applicant will have excellent communication skills able to translate the stakeholders' (Trustees/clinicians/donors/young people) needs and broadcast them to the community. They must have hands-on skills creating and designing digital, print, and social media and the confidence to put their signature on a strong communications and marketing strategy that will maximize external partnerships.

This is an excellent opportunity for a confident self-starter to bring their vision and expertise into play to shape the look and feel of BCYP's image, and to coalesce BCYP's services to offer a holistic experience for our community.

Focus Areas of the Role

- Communications with stakeholders, supporters, individual donors and prospects. (70%)
- Event Management (20%)
- Fundraising Support (10%)

Key Responsibilities:

Communications

- Maintain BCYP's website, ensuring it is current.
- Generate strong social media coverage and ensure all digital platforms are kept updated and vibrant.
- Create content, design and distribute a monthly e-newsletter, and internal communications as required.
- Create content and oversee design of print materials, such as the annual review, brochures, posters, etc., working closely with internal colleagues.
- Liaise with media to seek promotional opportunities for BCYP projects and services.
- Manage relationships with external partners and suppliers who support our communications and community fundraising work.
- Empower BCYP's staff and Trustees to become inspiring ambassadors for the organisation, and ensure they are kept updated on activities and events.
- Support the communications and development needs of all BCYP's services, in particular new projects such as the Westminster Centre for Young People and the Brent Highlands Project.
- Create a channel of communications with young people jointly working with the Non-clinical service

Event Management

- Create and oversee a yearly events plan to engage with supporters and prospects of all levels including conferences, donor stewardship events, and fundraising challenge events.
- Manage and grow grassroots fundraising.

Fundraising Support

- Ensure our funders' communication needs are met with regard to the promotion of grants and projects.
- Engage and manage a small portfolio of the Centre's regular individual supporters (funders) to build this income stream.
- Work with the Fundraising Manager and Head of Branding & Development to develop supporters' engagement and enhance donations.

Personal Experience and skills

- Experience in managing a CMS platform
- Knowledge of using CRM databases
- Solid background in marketing and communication
- Experience in fundraising support
- Creative, solution-based thinking
- Experience of producing communications campaigns and marketing materials for digital, print and social media
- Capable organiser who meets deadlines
- Excellent communication skills – both written and verbal
- Knowledge of using MailChimp to deliver email campaigns
- Experience using Canva to create branded promotional materials

- Team player
- University degree
- Interest in adolescent mental health (desirable)

To Apply:

Please send your expression of interest in a cover letter with a current CV to BCYP's HR department to the attention of Jameel Ukaye, Administration and Finance Manager, at Jameel.Ukaye@brentcentre.org.uk

Applications close once post is filled