

Communications Executive

Team: Marketing and Communications

Responsible to: Communications, Campaigns and Media Lead

Location: MHFA England central office and home working

Overall purpose of the role

To support the development and execution of communication activity aligned with MHFA England's membership, media and campaign plans. The post holder will create and promote a range of content across different channels (earned and owned media) to support the team in meeting its objectives.

You will support effective integrated communications where appropriate by working closely across our team and the wider organisation departments. All activity will be delivered in line with MHFA England's vision, mission and commercial and brand strategy.

You may also be expected to represent the marcomms team in the delivery of organisational wide projects and initiatives.

Key Responsibilities

Strategy, Planning and Budgeting

1. Work closely with the team to manage the development and delivery of a membership communications, campaign and media plans to support MHFA England's commercial revenue targets and impact goals.

2. Track, analyse and optimise communications and campaigns activity to inform decision making and ensure maximum return on investment; working with the team to translate insight into strategic planning.
3. Contribute to team decision making, planning and identify any risks that may impact delivery and support the creation of solutions to mitigate these.
4. Provide regular, insight driven and outcome focused reporting for the directorate.
5. Day to day management of any assigned budget to ensure that activity is in line with agreed plans.

Implementation

6. Support the delivery of integrated communication plans to uphold MHFA England's position as an expert in mental health and wellbeing and the go to provider of mental health training in the workplace.
7. Identify appropriate channels and segments for each campaign, communication or event, and gather and prepare any relevant data needed for deployment.
8. Aid the Membership Marketing and Communications Lead to manage and deliver monthly newsletters for MHFA England's members, including content curation, creation and delivery.
9. Support the Communications, Campaigns and Media Lead to manage and deliver media and campaign activity, including press releases and quote development and dissemination, media placement and monitoring, briefings and thought leadership.
10. Monitor the media inbox and help to manage media enquiries from initial contact through to publication.

11. Craft compelling and highly converting copy for internal and external audiences, for multiple channels and campaigns, ensuring copy is aligned with MHFA England's key messages and tone of voice.
12. Gather, write and develop case studies, testimonials and other social assets to showcase the impact of MHFA England and our member community. Ensure these stories are utilised for maximum impact with different audiences.
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14. Create and execute internal and external campaign and event activities, including resources, along with preparing concise briefing materials for internal and external stakeholders.
15. Utilize and improve marketing tools such as email marketing, automation, templates and push notifications via our CRM system, email provider and the MHFAider Support App® to disseminate content effectively and drive engagement.

Collaboration and connectivity

16. Support the embedding of an insight-driven customer first culture that enables the development and delivery of member focused marketing and communications activity that is diverse, inclusive, and accessible.
17. Collaborate across organisational teams, connecting with key internal stakeholders to ensure delivery of organisation's strategic goals, mission and vision.

18. Build and manage strong, commercially sustainable relationships with values aligned suppliers and agencies to support the delivery of communications and campaign objectives.

19. Represent and speak for MHFA England at internal and external meetings and events, as required.

20. Support the team with wider marcomms and organisational initiatives. All activity will be delivered in line with MHFA England's vision, mission and commercial and brand strategy.

Leadership and management

21. Day to day management of any third-party suppliers and agencies to ensure timely, value added, on budget activity/output in line with agreed KPIs.

Person specification

The essential requirements of the role will form the criteria for short listing and selection. Desirable characteristics may support decisions to fine tune shortlisting where there is a 'tie break'. You do not have to identify every skill or all knowledge that will enable the person to be successful.

	Essential	Desirable
Experience / Qualifications	<ul style="list-style-type: none"> Degree level or equivalent experience Experience of communications in a membership, media, 	<ul style="list-style-type: none"> Professional communications qualification e.g. CIPR or PRCA



	Essential	Desirable
	campaigns or marketing setting	
Knowledge	<ul style="list-style-type: none"> • Communications, media and marketing strategy • Best practice content creation for different audiences • Communications, media and campaigns management experience • Understanding of GDPR compliance and regulations 	<ul style="list-style-type: none"> • Knowledge of mental health • Commercial understanding • Best practice design principles
Skills/ Abilities	<ul style="list-style-type: none"> • Exceptional copywriting, editing and proofreading skills • Relationship management and networking skills • Ability to manage workload independently • Analytical skills in data management, research and reporting • Experience of working with CRM and CMS to deliver campaign activity 	<ul style="list-style-type: none"> • Speech and brief writing skills • Budget management • Knowledge of Microsoft Dynamics/Click Dimensions/Google Analytics • Project and event management skills
Competencies	<ul style="list-style-type: none"> • Creative thinker • Agile and flexible approach • Collaborative worker • Forward thinking 	



	Essential	Desirable
	<ul style="list-style-type: none">• Dynamic and confident to drive change and ideas• Confident presenter	
Core Beliefs	<ul style="list-style-type: none">• At MHFA England we would like for all applicants and staff members to hold shared fundamental beliefs such as:• Equal opportunities for all• Working collaboratively• Ability to learn and grow – taking on new ideas• Compassion and empathy	



MHFA England

Living our values	Making good decisions to deliver strong results	Effective engagement and communication	Building healthy relationships and a sense of belonging	Learning from our mistakes and successes
<ul style="list-style-type: none"> ➤ Inspires, motivates, coaches and supports teams members to be engaged and highly performing and role models culture values behaviours ➤ Is authentic, brings whole self to work and encourages others to do the same ➤ Is mindful, listens with empathy/EQ ➤ Actively champions and advocates mental health and wellbeing, diversity and inclusion ➤ Actively empowers staff and encourages distributed leadership 	<ul style="list-style-type: none"> ➤ Takes responsibility for making and implementing unbiased decisions ➤ Is flexible and responsive as priorities and requirements change ➤ Effectively seeks solutions and solves problems, empowering others to do the same ➤ Supports others in their decision-making and problem solving ➤ Engages the team in planning and decision-making where appropriate ➤ Empowers the team and places trust in them to take ownership, make decisions and deliver results ➤ Passionate and skilled at coaching others, challenging them to improve and managing performance 	<ul style="list-style-type: none"> ➤ Is approachable, clear and assertive ➤ Cascades important and relevant information to team and others clearly and swiftly ➤ Tailors communication and influencing style accordingly ➤ Listens to and empathises with others to understand the root of situations before responding ➤ Proactively shares knowledge and information 	<ul style="list-style-type: none"> ➤ Role models effective, mutually supportive teamwork with colleagues ➤ Effectively manages the expectations of others, gaining buy-in where required ➤ Builds and invests in relationships across the organisation ➤ Uses awareness of how own team fits within the wider organisation to find solutions ➤ Understands the team and works to their strengths ➤ Advocates upwards for team members ➤ Builds and encourages team spirit and wellbeing ➤ Supports others in adapting to change 	<ul style="list-style-type: none"> ➤ Demonstrates creativity in order to improve how things are done in own area of work ➤ Takes an entrepreneurial approach to improving how we do things ➤ Consistently seeks opportunities to enhance own development and build expertise ➤ Role models a positive and constructive approach to giving and receiving feedback ➤ Encourages team members to innovate and improve the way they do things ➤ Embraces change and demonstrates flexibility in adapting to it, and helps others to see the benefits and opportunities