

JOB DESCRIPTION

Job title:	Communications Lead
Reports to:	Associate Director of Communications
Working hours:	Full time
Salary:	£32,500 p.a.
Annual leave:	31 days p.a.
Work base:	Central London office, as required, and home-based

Job summary

The Communications Lead supports the communications team's work in promoting Centre for Mental Health's research and marketing our services across a range of channels. They ensure the Centre's written and visual outputs are of the highest quality, and create engaging, sensitive and on-brand content for the Centre's digital channels. This role supports the organisation's press function, ensuring the Centre's valued perspective is amplified in the media. They harness the Centre's respected brand and reputation to influence change. This role undertakes a broad range of tasks to meet the communication, marketing and influencing needs of the organisation.

Job description

Social media

- Post on behalf of the Centre across multiple social media channels to increase engagement rates, reach and follower numbers
- Assist the team in promoting each new piece of research across digital channels
- Engage our social audiences to build awareness of our brand and services
- Monitor analytics across our website, email and social media channels.

Copy writing, copy editing and proof reading

- Copy edit and proofread blogs, publications and other materials to maintain a high standard across all our written communications
- Write engaging copy in line with the Centre's brand and ethos to communicate our key messages and report findings to a variety of audiences and platforms

Publication production

- Lay out reports in Centre for Mental Health's corporate style using Adobe InDesign
- Proof read and review final versions to identify typographical and formatting errors

Website

- Help to update and maintain the Centre's website (built on Wordpress)
- Adding new content to the Centre's website
- Sourcing appropriate images to accompany content.

Press

- Issue and draft press releases to key media contacts
- Liaise with journalists, responding to press enquiries and setting up interviews with spokespeople.

Newsletter

- Producing the Centre's monthly newsletter using Mailchimp
- Reviewing other Centre campaign newsletters.

Fundraising

- Encourage one-off and regular donations through digital channels such as Instagram and Facebook.

Training and Development

- Training and personal development are offered as part of this post
- The Centre arranges mandatory training on GDPR (UK) and anti-racism.

General

- Implement the Equal Opportunities Policy and commit to zero tolerance of racism.
- Be responsible for own health and safety and that of colleagues, in accordance with the Health & Safety at Work etc. Act 1974 and relevant EC Directives, including reporting any health and safety hazard immediately you become aware of it.
- Work in accordance with the General Data Protection Regulations ensuring the confidentiality of data stored electronically and by other means is in line with the GDPR.
- We enable our staff to enjoy the *right to disconnect* from work communications outside their working hours.
- In summary, the postholder is required to comply with all Centre for Mental Health policies, procedures and guidelines.

This is not an exhaustive list and the post holder may be asked to undertake such other duties from time to time in line with the level of the post as required.

Person specification

	ESSENTIAL	DESIRABLE
TRAINING & QUALIFICATIONS	<ul style="list-style-type: none">• Development of relevant skills – may be gained in a variety of ways, not necessarily through formal education.	
EXPERIENCE	<ul style="list-style-type: none">• Understanding and experience of using social media channels for an organisation or to engage audiences in a cause• Experience in using Adobe InDesign or Adobe Illustrator to create engaging visual assets or designs	<ul style="list-style-type: none">• Experience of Canva or another programme to create engaging designs• Experience of creating video in Canva, Adobe Premiere Pro or another

	<ul style="list-style-type: none"> • Experience in writing engaging copy for a variety of audiences and platforms to achieve key aims 	programme
KNOWLEDGE & SKILLS	<ul style="list-style-type: none"> • Strong attention to detail and ability to spot typographical and formatting errors • Ability to write and edit compelling copy • Ability to create engaging social media assets such as infographics and videos • Ability to operate a website content management system • Knowledge and skills in using Mailchimp to create professional and engaging newsletters • A strong understanding of how to communicate about mental health (including responding to people in distress) using a sensitive and empathic tone • Strong all-round IT skills • Excellent standard of written English • Good verbal communication and listening skills • An understanding of mental health current affairs • An ability to adopt the tone of the organisation in all written and digital communications 	<ul style="list-style-type: none"> • Basic knowledge of HTML • Working knowledge of Adobe InDesign, Illustrator, Premiere Pro and Audition • Ability to write press releases
OTHER	<ul style="list-style-type: none"> • Ability to work flexibly and respond to the changing needs of a small charity 	<ul style="list-style-type: none"> • Personal experience of mental health issues

After appointment Centre for Mental Health is required to confirm the identity of the potential staff member. For this reason, we will seek documentation as evidence of identity.

Please note that any information supplied will be treated in confidence and in accordance with the General Data Protection Regulations and the DBS Code of Practice.