

## Job Description

Post	Marketing and Communications Officer
Grade	Band 2 (£22,118 to £26,542 dependent on experience)
Location	Kenburgh House, 28 Manor Row, Bradford, BD1 4QU (including occasional travel to service sites or events in Bradford and Craven)
Responsible to	Marketing and Communications Manager

### About us

Mind in Bradford is a registered charity with a clear purpose to promote positive mental wellbeing and empower and help people experiencing mental health problems to manage and work towards recovery and fulfilment. We do this through:

- Building community and individual resilience for better mental wellbeing
- Providing early intervention advice and support
- Supporting people in crisis
- Empowering and helping people to recover and sustain improved wellbeing.

Everything we do at Mind in Bradford is underpinned by our Values, which you will see below.

The information contained in this job description is not exhaustive but will give you an outline of the role and the duties required, and help you understand the role more clearly

### Our Values

- **Caring Always** - Be kind and compassionate. Listening to and valuing people.
- **Working Together** – Working together for a shared purpose. Working together to make the biggest positive difference.
- **Supporting Everyone** – Understanding, celebrating uniqueness and respecting all; reaching out, engaging and helping people feel safe.

- **Enabling All** – Making things possible. Giving hope and resources to make positive change.
- **Improving Continually** – Making the biggest positive difference. Listening and being creative to make the biggest positive difference

### Purpose of the post

Working with the Marketing and Communications Manager, you will support the delivery of the overall strategy, with a focus on:

- Supporting internal communications to our workforce of volunteers and staff
- Supporting effective external communications to promote Mind in Bradford's mental health services across Bradford and Craven
- Supporting effective communications and campaigns to raise awareness of mental health and wellbeing in Bradford district.
- Delivering campaigns that support raising unrestricted income from corporate and community partners through fundraising and training.

### Key duties

- Support communications and PR campaigns to deliver strategic objectives.
- Lead on individual service communications providing insight and operational best practice support.
- Create and deliver the Social Media Strategy across a range of channels including management of a modest advertising budget for boosted posts.
- Lead on email marketing to our four key audiences; staff, volunteers, clients and supporters
- Develop and deliver campaigns to support business development income generation including fundraising and training.
- Support delivery of Mind in Bradford's news via local press opportunities to show impact including radio, TV, publications and offline opportunities
- Promote Mind in Bradford services to the community including specific campaigns to target key demographics
- Design and develop effective print and online communications materials including development of accessible materials targeting priority groups.
- Copywriting in the Mind in Bradford tone of voice for a range of formats.

## Person Specification

Mind in Bradford is committed to promoting mental health awareness, reducing stigma, and improving the quality of life for people with mental health challenges. We value diversity, inclusion and lived experiences when recruiting our staff and volunteers.

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>A minimum of 5 GCSEs (or equivalent) grades A-C – must include English and Maths)</li> </ul>	<ul style="list-style-type: none"> <li>Degree or equivalent in a relevant subject (English, communications, journalism, marketing etc)</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>1+ years experience in a similar Marketing or Communications role</li> <li>Copywriting for different platforms</li> <li>Designing digital and print content</li> <li>Email marketing</li> <li>Social media management</li> <li>Website content management</li> </ul>	<ul style="list-style-type: none"> <li>Managing communications and marketing campaigns</li> <li>Creating assets using Canva and/or Adobe Creative Suite</li> <li>Experience of videography and photography</li> <li>Experience of monitoring and analysing the impact of communications activity</li> <li>Experience managing people on collaborative work at events</li> </ul>
<b>Skills and abilities</b>	<ul style="list-style-type: none"> <li>Clear and effective writing and communication skills with the ability to adjust tone and language based on medium and target audience</li> <li>Personal work planning and organisation skills to balance demands and meet multiple deadlines</li> <li>Ability to work independently and with autonomy</li> <li>Ability to take the initiative and problem-solve</li> <li>Willingness to work flexibly and positively, learning new skills to meet the changing needs of the organisation</li> </ul>	<ul style="list-style-type: none"> <li>An understanding of the voluntary and community sector and mental health organisations</li> <li>Ability to motivate and inspire others, such as staff, volunteers and clients</li> <li>Ability to lead projects with minimal management support</li> </ul>

<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• An understanding of mental health and the impact on people</li> <li>• How to use communications to create change</li> </ul>	
<b>Attitude and personal attributes</b>	<ul style="list-style-type: none"> <li>• Team player</li> <li>• Can-do attitude</li> <li>• Creative, problem-solver</li> <li>• Kind and empathetic</li> </ul>	