

# **Job description and Person Specification**

Brent, Wandsworth &  
Westminster Mind

## JOB DESCRIPTION

<b>Job Title:</b>	Digital Communications Officer
<b>Grade &amp; Salary:</b>	£23, 969 pro rata (Full time equivalent £29, 961)
<b>Hours of work:</b>	30 per week (across 4 full time days or five 6-hour days) Note that occasional evening and weekend work will be required for attendance at events.  There may be a requirement to attend meetings and other activities outside of normal working hours.
<b>Contract</b>	Permanent
<b>Line Management Reports:</b>	None
<b>Accountable to:</b>	Director of Business Development & Innovation
<b>Functional Responsibility:</b>	Communications
<b>Job Purpose:</b>	To manage the digital outputs for BWW Mind across all social media channels and our website.
<b>Based at:</b>	Mock St, Westminster with some home working and occasional travel across Brent, Wandsworth & Westminster

## Main Responsibilities

- To be responsible for effective online marketing of the services and projects run by BWW Mind and ensuring that BWW Mind has a strong digital presence in the communities that we serve.
- To increase the reach and impact of BWW Mind's profile and visibility through influential marketing, communications and PR in Brent, Wandsworth & Westminster.

## **Specific Responsibilities:**

### **Publicity & Marketing**

1. Be responsible for regular social media posts relating to BLG Minds services, projects, news and events across all channels including Facebook, Twitter, Instagram, LinkedIn and YouTube.
2. Identify local groups and organisations to align our communications with, ensuring that tagging and appropriate hashtags are used to extend our reach.
3. Work closely with the Communications and business development teams to identify and communicate key news items which can be shared online and assist in the production of offline promotional materials where required.
4. Support the Business Development & Engagement Officer to promote and communicate fundraising campaigns, events and new areas of focus.
5. Be responsible for maintaining the BWW Mind website, creating and updating engaging content (using Wordpress)
6. Produce Facebook and Google ads in line with promotional requirements of our services/projects.
7. Identify and manage any issues arising on BWW Mind's social media feeds (in consultation with more senior staff as required), particularly where there is a reputational risk.
8. Be involved in capturing images and video during events and activities for promotional purposes.
9. Ensure that the organisation's branding is upheld in all aspects of online communications, and that our outputs online comply with National Mind's brand guidelines.

### **Communications**

10. Ensure that queries and comments presented through our social media channels are responded to in a timely way.
11. Build strong relationships across the organisation and communicate with staff and volunteers to find out more about services and projects generating news stories.
12. Edit information provided by staff and partners to communicate news clearly and effectively through the various online systems.
13. Work with partner organisations including local press online contacts to ensure joined up digital communications.

14. With other members of the Communications team, plan and organise activities to raise awareness of BWW Mind, tying in with other notable calendar events such as Mental Health Awareness Week.
15. Alongside the Communications team, ensure that staff have an awareness of corporate guidelines with regards to use of email, social media and web content.
16. Through the induction process, be involved in ensuring that new staff understand the importance of communications and how they can contribute to our organisational outputs.

### **Monitoring, evaluation and strategic direction**

17. Using Google analytics and statistical information generated on the back end of the different social media platforms, extract relevant data which identifies key trends and reasons why interaction may have increased or decreased and provide this to the DoBDI monthly, and assist in the production of quarterly reports for dissemination to committees and SMT.
18. Work closely with internal staff to gain an understanding of which online approaches are most effective in reaching audiences and gaining buy in.
19. Create systems to ensure that as an organisation we can ascertain the impact of our communications and focus our approaches accordingly.
20. Contribute to communications and marketing work plans and be involved in developing a marketing and communications strategy.

This Job Description does not provide an exhaustive list of duties and may be reviewed in conjunction with the post holder in light of department development.

## PERSON SPECIFICATION

Element	Description	Essential/desirable
<b>Qualifications</b>	Qualifications in or considerable working experience in digital marketing (S)	E
	Certificates or training in website development/maintenance and/or social media (S)	D
<b>Knowledge &amp; Experience</b>	Experience of managing social media outputs across all platforms for an organisation and using a scheduling tool such as Hootsuite (S)	E
	Knowledge of how communications is linked to an organisations overall success (I)	E
	Using a Content Management System (preferably Wordpress) to manage and maintain a website (S)	E
	Understanding of, and commitment to, equity, diversity and inclusion in the context of communications (S)	E
	An understanding of how to use digital communications tools to maximise reach across a range of demographics	E
	An understanding of how to use digital platforms to generate fundraising activity (S)	D
	Facebook and/or Google ads experience (S)	D

Aptitude & Abilities	Good written communication and editing skills and the ability to present information clearly, including in reports (S)	E
	Excellent interpersonal skills and the ability to communicate with a wide range of people (S & I)	E
	An understanding of how to measure the impact of communications, what tools would be used and how this may result in changes to marketing approaches (S & I)	E
	Strong attention to detail (S)	E
	An ability to write impactful and engaging posts which reach a variety of different audiences (S&I)	E
	The ability to plan online communications according to a brief (I)	E
	Strong organisational skills (I)	E
	Proven ability to effectively manage a workload with competing priorities (I)	E
	Photography and videography skills	D
Specific Attributes	Ability to work flexibly to meet the needs of the service, including some evening and weekend working	E

Adopt and comply with strategy and regulatory requirements, organisational values, policies and procedures, including Health and Safety, Equality and Diversity,

No job description can cover every requirement which may arise within the job so the postholder will be expected to carry out other duties from time to time, which are broadly consistent with the job description.

**Mind in Brent, Wandsworth and Westminster**

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