



Digital Marketer Application Pack for
Mind in Haringey

Table of Contents

About us	1
Our values	2
Our services.....	2
About the role	3
Role and duties	3
About you.....	4
Person specification	4
How to apply	5

About us

Mind in Haringey is an independent charity organisation providing vital mental health services to our community in Haringey since 1989.

We have a broad and exciting range of services and projects running in a dynamic, evolving environment. We are constantly striving to develop and improve our services through listening to our community, those who use our services, peers, and the staff team to evaluate and deliver the best possible projects for our community.

Our staff members are a diverse and passionate team, who welcome experiences and perspectives from all backgrounds.

We particularly encourage applications from those with lived experience of mental health, from racialised communities, members of the LGBTQ+ community, and residents of Haringey who are passionate about changing things for the better in the borough.

Haringey is a melting pot of culture, history, and resilience. Though there is much that needs to be improved, we are proud to work as part of a community that has displayed great strength in hardship both in the past and in more recent years.

Our values

- We are passionate, committed, and will listen to everyone we encounter with care and respect.
- We will influence and improve mental health services in Haringey, raising awareness and challenging stigma and discrimination.
- We will become an anti-racist organisation.
- We are committed to equity, inclusion, and access for everyone in Haringey to mental health support.
- We are leaders and influencers fighting for mental health.
- We seek continuous improvement in all we do, to meet the needs of our community.
- We consider opportunities for collaboration when developing and delivering services.

Our services

This page gives a detailed breakdown of the services we provide at Mind in Haringey:

<https://www.mindinharingey.org.uk/our-services/>

About the role

- Responsible to: Administration & Communications Manager
- Based at: Mind in Haringey
- Salary: £13.15 per hour
- Contract type: Fixed term until 31st March 2025 with possibility of extending.
- Hours: 15 hours per week
- Deadline for applications: 16th August 2024, 5pm
- Date of interview: w/c 27th August 2024

This is an exciting opportunity to join an ambitious team delivering vital services across Haringey, supporting the wellbeing and mental health of our diverse community. There has never been a better time to join Mind in Haringey with lots of new and exciting services and projects to deliver!

The role would suit someone who has a flare for design, passion for social media and proficient with all major social media platforms. Plus, social media management tools to work with in promoting our services to our residents, volunteers and frontline workers. Your skills will make a difference to our community!

Role and duties

- Create and develop engaging content about Mind in Haringey and its activities for social media platforms, website and other communications.
- Develop, manage and forward plan social media marketing and post accordingly to increase the visibility of our services/projects and social content.
- Maintain consistency of brand and voice across all social media platforms, communications and the website.
- Produce and send out a monthly newsletter giving information about our services and promoting events.
- Monitor and report on social media channels for industry trends.

- Keep the website up-to-date and active.
- Take the lead on any digital projects that may arise.
- Provide digital design support to the wider team, in doing so, empowering the team to create their own designs in line with Mind in Haringey branding and messaging.
- Give support to the wider administration team on admin, formatting, and data management tasks where possible and necessary.

About you

Person specification

- Experience working in a Digital Marketer role, ideally in a similar organisation.
- Ability to produce and schedule appropriate social media posts across a range of platforms including Twitter, LinkedIn, Facebook, Instagram, and TikTok.
- Experience using programmes such as Canva and Mailchimp.
- Excellent writing, editing (photo/video/text), presentation and communication skills.
- Positive attitude with good multitasking and organisational ability.
- Detail orientated with a high level of accuracy.
- Create and upload copy and images for the organisation's website.
- Manage the contact database and assist with lead generation activities.
- Able to work to deadlines, without compromising on quality.
- General IT and admin skills.
- Creative and outgoing.

We would also like to hear from candidates who having read the pack and role description are interested to apply even though they might not have experience in the above areas but have other relevant experience.

All successful applicants receive training and induction.

How to apply

To apply for this role, please return your completed application form to Conall Ó Brolcháin (admin@mih.org.uk) on or before the deadline for applications.

If there are any reasonable adjustments, we can implement in our recruitment that would make the process more accessible, please contact us directly with a request and we will consider if the changes are feasible now or in the future. We commit to considering all such requests.

We would be grateful if you can also complete and return this [diversity form](#) along with your application. This information will be kept anonymously. It is not used as part of the selection process, but it helps us to understand whether we represent all parts of our community equally.

The deadline for applications is 5pm, 16/8/2024. We recommend submitting applications as soon as possible. Unfortunately, given capacity within our small team, it may be the case that only shortlisted candidates are contacted.

Successful applicants will be expected to undergo an Enhanced level Disclosure and Barring Service check.

