

**Job Title:** Communications Officer

**Reporting to:** Future in Mind Service Manager

**Location:** Office Base – Harlow or Great Dunmow, travel throughout West Essex. **Hours:** 18.5 hours per week

**Pay:** £12.06 per hour

**The organisation:**

Mind in West Essex is a mental health charity. We are an independent organisation affiliated to Mind (the national association for mental health), an organisation with which we share common values and principles. We aim to support people affected

by mental ill health through the provision of a range of community-based services within the West Essex area.

**Purpose of the Job:**

This role is working within a project called ‘Futures in Mind’ that is a partnership between Mind in West Essex, Phoenix Futures and Mid & North Essex Mind.

To assist the Futures in Mind Service Manager in developing and maintaining the marketing and communications strategy for this Service. Supporting the service to promote their work locally and coordinating marketing and communications projects. You will be responsible for the development, maintenance and updates of the bespoke Futures in Mind website & ‘live chat’ function. You will need to ensure appropriate and current social media functions are available to Futures in Mind for service users to access and participate in, including monitoring for appropriate content.

**Key Task Areas and Responsibilities:**

**Main Duties**

● Internal and external first point of contact for day to day requests for marketing and communications support from Futures in Mind staff/volunteers.

● With the Service Manager, develop a marketing strategy to ensure Futures in Mind is embedded within the County of Essex and is well known to partners and the wider community.

● Oversee the development & then ongoing update and maintenance of the Futures in Mind Website.

● Recruiting, supporting and managing communications volunteers.

● Responsibility for newsletter production and website/social network content and presentation.

● Develop and oversee off-line publications and campaigns in liaison with the Service Manager & Phoenix Futures Communications Department.

● Support Futures in Mind and localised projects in Essex by producing bespoke marketing materials that are fit for purpose.

● Develop, monitor & oversee the social media functions, including Facebook, Twitter, Instagram etc., including monitoring for appropriate content.

● Develop & contribute to the ‘live chat’ function within the website offering information and guidance to those utilising the function.

● Ensure marketing materials are available, to ensure the Futures in Mind service is known within the County of Essex.

● Establish relations with partnership agencies which may contribute to the marketing strategy of Futures in Mind

● Maintaining an up-to-date knowledge of the mental health & drug and alcohol sector as relevant for the role

● Specifically developing on-line and digital marketing skills which will form a key part of the marketing strategy as it develops in the future.

● Manage and support volunteers within the communications area for Futures in Mind

**General**

● Understand, uphold and work with the values, ethos, aims and objectives of Mind in West Essex and the Futures in Mind Service;

● At all times adhere to relevant legislation, good practice (including FDAP Ethical Frameworks for Good Practice) and Phoenix Futures policy and procedures, including Health and Safety, Confidentiality and Equal Opportunities;

● Represent the service, raise its profile and promote its cause

● Promote and uphold service users’ rights and adhere to Mind in West Essex Service User Involvement Policy;

● Maintain professional boundaries at all times;

● To work to safeguarding legislation and policies for children and vulnerable adults at all times;

● Prepare for and participate in supervision and appraisals;

● Keep abreast of developments in services, legislation and practice relevant to the client group;

● Seek to improve personal performance, contribution, knowledge and skills; ● Attend and participate in project discussions and team meetings as required; ● Work within and be familiar with Mind in West Essex policies and procedures;

● Notify your manager of any occurrences which may affect the service or reputation of the organisation and/ or the service ;

● Provide written records and reports as required by the organisation and your line manager;

● Work flexibly so as to maintain the most appropriate level of service provision, respond to organisational change and development;

● Undertake such other duties as reasonably requested by your manager.

**Person Specification:**

Competencies are the desired values, attitudes and behaviours considered essential for the successful achievement of our corporate objectives. Post-holders should be able to demonstrate the following:

● **Results focus:** sets high work standards for self and demonstrates drive to meet targets.

● **Customer/user orientation:** desire and willingness to address the needs of internal and external customers and service users; seeking continually to improve quality and standards of excellence.

● **Communication:** able to convey information clearly, accurately and convincingly through speech and/or in writing.

● **Teamwork:** contributes actively to a working environment, in which colleagues work co-operatively with each other, accepting collective responsibility

● **Planning and Organisation:** prioritises, organises and schedules activities and resources to ensure achievements of results.

● **Respect for all:** demonstrates awareness of cultural and community diversity and sensitivity to the needs and feelings of other people.

● **Responsive to change:** Receptive to the need for change and adaptable to changing work demands and conditions

**Essential Criteria:**

● Willingness to develop or have production skills using design software for print and video/audio

● Willingness to develop or have an understanding of the key marketing and communications techniques – brief writing, audience insight, channel development, proposition development etc.

● Experience of producing marketing materials.

● Experience of website maintenance, including ‘live chat’ and social media functions.

● Ability to work to deadlines and manage multi-task projects accordingly.

● An excellent standard of literacy and numeracy and ability to proof-read effectively.

● Excellent customer service skills, either over the telephone or in person and the ability to communicate effectively with people of all levels of management.

● Ability to travel County wide

● Able to work calmly when under pressure

● Proficient in the use of Microsoft Office package

● Knowledge of Desktop Publishing packages (Microsoft Publisher or Adobe InDesign)

**Desirable Criteria:**

● Experience of managing media/marketing projects and campaigns

This Job Description will be subject to review in light of changing circumstances and is not intended to be rigid or exhaustive but should be regarded as providing guidelines within which an individual operates