

HEALTHY MINDS: MARKETING AND COMMUNICATIONS OFFICER, JOB DESCRIPTION

Job title:	Marketing and Communications Officer
Responsible to:	Operational Manager, Healthy Minds
Responsible for:	Primary areas of responsibility detailed below
Salary:	£21,589 per annum (pro rata) plus 5% pension (£12,088 Actual, NJC pt 22)
Contract:	Three Years Fixed Term
Hours:	21 per week
Annual Leave:	25 days, plus 8 days bank holiday (pro rata)
Based:	Halifax (travel required)
This post is subject to an enhanced DBS clearance	

MAIN PURPOSE OF THE ROLE

- To engage with the Healthy Minds team (including volunteers) to create and roll out campaigns to raise awareness and for fundraising opportunities.
- To help develop and implement our three year Marketing Strategy and play a key role in achieving our vision.
- To build our online profile and increase brand awareness, reaching out to people experiencing mental distress, and offering consistent support through marketing channels to strengthen their long term engagement with Healthy Minds.
- To build and maintain relationships with existing and potential donors, and maximise all opportunities for income generation, through multi-channel marketing campaigns.
- To assist with the development of a membership scheme to involve stakeholders from across the community.
- To help to create a consistent and recognisable brand to maximise the reach of Healthy Minds publicity materials and services.
- Identifying and targeting service users and donors/funders through methods such as paid advertising, social media, email and content marketing.
- You will be responsible for reporting of key marketing indicators and achieving agreed targets.

General

- To work within Healthy Minds' service-user-led values, ethos and vision.
- To take an active role within marketing, and within the whole Healthy Minds team.
- To be responsible for undertaking training and continuous personal development.
- To be willing and able to share skills, knowledge and experience across the team.
- To be responsible for all personal admin and organisational tasks.
- To work in accordance with all Healthy Minds' policies and procedures.

- To be actively responsible for Healthy Minds' resources.
- To comply with all relevant legislation.
- To undertake any other duties as reasonably required, appropriate to the post and which complement the team approach.

The person specification for this role sets out the qualities expected of the post-holder and should be taken into account alongside this job description