

Marketing Officer	Person Specification	Essential / Desirable
Experience		
Experience of producing engaging communications and writing content for various platforms and audiences.		E
Experience of using social media channels, preferably for a voluntary sector organisation.		E
Experience of working under pressure to meet deadlines.		E
Experience managing a database and analysing data, marketing statistics and, meeting targets.		E
Experience of working on successful marketing campaigns, particularly within in the voluntary sector.		E
Experience of supervising/managing workloads for others.		D
Personal experience of mental distress/ill health.		D
Skills		
Able to write copy and edit, demonstrating good attention to detail and good use of grammar, punctuation and spelling.		E
Able to manage websites and produce webpages across different platforms (e.g. Craft CMS) in a consistent organisational style.		E
Able to use social networking sites to support strategic/corporate communications priorities.		E
Able to deliver agreed results with minimal supervision and be able to work on own initiative.		E
Confident, practical application of common ICT packages e.g. Microsoft Office / email / internet / social media.		E
Able to use social networking sites to support strategic communications priorities.		E
Good interpersonal skills and ability to work in a multi-disciplinary team.		E
Excellent presentation and networking skills.		E
Able to think and express your ideas creatively for use in lively and engaging campaigns.		E
Photography skills and ability to use photographs for engaging publicity material e.g. for social media or publicity.		D
Knowledge		
Able to balance the needs and expectations of a diverse service user base and wider stakeholders, managing		E

competing priorities as required.	
Knowledge of web authoring, including page design, accessibility issues and, site management.	E
Knowledge and understanding of safeguarding for children and adults at risk of abuse.	D
Understanding of the range of and prevalence of mental distress and of factors which can affect emotional health and wellbeing, including discrimination and stigma.	D
Values & Attitudes	
Commitment to a user-led service and valuing the involvement and participation of people who have experienced mental distress.	E
Commitment to Healthy Minds' aims and values.	E
Commitment to continuous personal development, learning and reflective practice.	E
Commitment to equality and anti-discriminatory practice.	E
Commitment, ability and desire to work in harmony with colleagues, seeking positive outcomes & solutions and taking responsibility for both your own actions and those of your team.	E
Personal Circumstances	
Willing and able to work flexible hours, including occasional evenings and weekends by prior negotiation.	E
Ability to travel.	E