

Engagement Officer: Person Specification

	What is required?	Why is this required?	Essential or Desirable?
KNOWLEDGE	Understanding of brand consistency and public presentation	This role supports organisational visibility. The ability to maintain consistent messaging, tone, and visual identity across communications helps strengthen public trust and recognition.	Essential
	Good understanding of Calderdale's diverse communities.	This role requires an understanding of Calderdale's varied communities, including differing geographic, cultural, demographic, and accessibility needs, with the ability to apply this knowledge to inclusive and effective engagement.	Desirable
	Broad understanding of mental health, emotional wellbeing, and health inequalities	Healthy Minds supports people experiencing poor mental health across Calderdale. A broad understanding of the factors affecting mental health, wellbeing, and wider health inequalities is important in ensuring communication and engagement are relevant, accessible, and supportive.	Desirable
	Understanding of co-production, peer support, and lived experience-led approaches	Healthy Minds is led by lived experience and committed to ensuring the design and delivery of our work is shaped collaboratively by the people and communities we serve. A strong understanding of co-production, peer support, and inclusive involvement is essential to supporting this approach.	Desirable
	Knowledge of local statutory, voluntary, and community support networks	Healthy Minds has a duty of care to ensure people engaging with our services are protected from harm. Awareness of safeguarding responsibilities supports safe and appropriate engagement.	Desirable
	Knowledge and understanding of safeguarding for children and adults.	Healthy Minds has a duty of care to ensure people engaging with our services are protected from harm. Awareness of safeguarding responsibilities supports safe and appropriate engagement.	Desirable

EXPERIENCE

What is required?	Why is this required?	Essential or Desirable?
Current lived experience of a physical or mental health condition	This role is funded through Healthy Working Life and is specifically intended to support someone living with a health condition. Lived experience will bring valuable insight into the barriers, challenges, and opportunities faced by the communities this role is designed to engage.	Essential
Marketing, communications, or audience engagement experience within an organisational setting	This role will lead and support the promotion of Healthy Minds’ services through coordinated communications, including social media, website, email, and promotional activity. Previous experience in marketing, communications, or public-facing engagement will support effective delivery.	Essential
Experience of public engagement, community involvement, or group facilitation	This role supports Healthy Minds’ wider engagement initiatives, including Membership and public forums, and will benefit from experience supporting people to share their views, contribute their experiences, and participate meaningfully.	Desirable
Experience of event, campaign, or promotional coordination	Healthy Minds delivers a broad range of services, events, and activities. Experience coordinating or promoting events and campaigns will support effective organisational engagement.	Desirable
Work or voluntary experience within the third sector, charity, or community-based services	Healthy Minds operates in a fast-moving, people-first environment where responsiveness to community need shapes priorities. Previous experience in similar settings can support quicker adaptation to this way of working.	Desirable

SKILLS	What is required?	Why is this required?	Essential or Desirable?
	Strong digital literacy, including content creation and digital systems confidence	Confidence using digital tools such as Microsoft Office, email platforms, databases, social media, design tools, and content systems is essential for supporting organisational communications and engagement.	Essential
	Strong written communication skills, including copywriting, editing, and attention to detail	The role requires producing clear, engaging, and accurate written communications across multiple platforms while maintaining professional standards and accessibility.	Essential
	Ability to manage and develop Healthy Minds' digital presence across platforms	This includes maintaining website content, supporting digital campaigns, and ensuring communications are accessible, engaging, and aligned with organisational branding.	Essential
	Strong communication, interpersonal, and relationship-building skills	This role involves engaging with service users, staff, volunteers, partner organisations, and the wider public. Success will involve being able to communicate clearly, adapt to different audiences, and build positive relationships.	Desirable
	Excellent organisational skills, with the ability to work independently, manage competing priorities, and coordinate activity effectively	Healthy Minds operates across multiple services, activities, and communications. This role requires strong planning, initiative, and the ability to balance changing priorities while maintaining clear and consistent delivery.	Desirable
	Creative, adaptable, and solution-focused approach	Healthy Minds operates in a dynamic environment where priorities can shift quickly. Being able to problem-solve, adapt, and identify solutions is key.	Desirable

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VALUES & ATTITUDES	<p>Healthy Minds is a values-based organisation, and we expect all staff to demonstrate these values through their work.</p>	<p>Our values</p> <ul style="list-style-type: none"> • We are a local home-grown organisation, connected across Calderdale and committed to its communities. • We aim to build trust by being honest, demonstrating that we are a safe organisation. • Our process is focussed on empowering people to recognise the choices they can make over their own lives. • We are non-judgemental and respectful of people’s diverse experiences and strive to be as inclusive and accessible as possible. • We have the strength of understanding that comes from being led by lived experience, enabling us to listen, relate, and meet people as equals. <p>Healthy Minds is a values-based organisation. We expect all staff and volunteers to share our values and demonstrate this in their actions.</p>	<p>Essential</p>
	<p>Positive, collaborative, and compassionate approach</p>	<p>This role requires someone who can work constructively with colleagues and communities, contribute positively to team culture, and approach challenges with empathy and responsibility.</p>	<p>Essential</p>