

Job Description

Job Title:	Marketing & Communication Officer
Duration:	Permanent
Hours:	35 hours per week
Reports to:	Marketing Lead
Base:	Stanlaw Abbey Business Centre, CH65 9BF
Salary:	NJC Scales 18-22 (£24,982 - £27,041) pro-rata

Everyone at Chapter has a role to play in communications and the charity have significantly invested in its communications functions over the last year, including a re-brand, new communications strategy and establishing an internal communication working group.

As Communications Officer, you will support the organisation to take forward its brand identity and communication aims, by co-ordinating outputs and assessing impact.

You will work closely with staff, volunteers and service users to create and share impactful communications to a wide range of audiences. You'll be making an impact on positive mental health in the workplace, and all the way through, to supporting our service users with engaging and inspiring content that makes a difference.

Key Responsibilities

- Work within the Marketing Team to deliver Chapter's Marketing & Communication Strategy
- Research, develop and create compelling content across all our communications channels including our website, blogs, video, social media and newsletters
- Manage and develop mailing lists and regular newsletters using Mailchimp
- Apply design skills to produce creative assets that support communication aims and reflects Chapter brands
- Support projects to communicate effectively with stakeholders – including campaigns, events and disseminating reports
- Support the development of Chapter's branding, image and persona in line with Chapter's strategic plan and marketing strategy
- Attend networking, exhibitions and other events to promote Chapter's work and services to potential clients and partners
- Supervise and support marketing and communication assistants and volunteers

- Foster relationships with journalists to ensure maximum impact and triage press enquiries
- To work in accordance with all policies and procedures of Chapter, in particular health and safety, information governance and safeguarding
- To undergo regular supervision and an annual appraisal in line with Chapter's HR policies and procedures
- To commit to own personal training development and attend minimum training and development activities as required
- To ensure that all communication and marketing activities embody Chapter's values

Your will have experience of:

- Working in a marketing or communications role
- Using analytics and evaluation tools to analyse behaviour and engagement through communication channels
- Search engine optimisation
- Developing and maintaining a mailing list and newsletter
- Editing websites, with experience using WordPress or similar content management platforms
- Using Adobe Creative Cloud to make branded content
- Using Microsoft 365 applications, platforms and technologies
- Using social media platforms including LinkedIn, Twitter, Facebook, Instagram, Hootsuite

Benefits of working for Chapter Mental Health

- Flexible working whenever possible
- Training & Development tailored to you
- An incredibly supportive, 'can-do' team
- Access to mental health training
- Wellbeing away days to boost your own mental health
- Opportunities to get hands-on with local projects that make a difference

Person Specification

Standard	E/D	Assessed
Qualifications and Education		
Training or qualification in communications/marketing or similar field	E	AF
Educated to degree level or equivalent experience	D	AF
Experience and Knowledge		
Proven track record of designing, implementing and measuring the success of marketing and PR campaigns	E	AF, I
Experience designing digital and print marketing/promotional materials	E	AF, I
Experience writing and distributing press releases	E	AF, I
Demonstrates excellent design skills with examples submitted with application or links to previous work	E	AF
Experience managing social media accounts and campaigns	E	AF
Knowledge of marketing strategies and how these are implemented	D	AF, I
Experience in supervising junior staff and/or volunteers	D	AF
Experience delivering marketing and communication training in the workplace	D	AF
Experience in video design and production	D	AF
Experience working in a mental health organisation and/or charity	D	AF
Lived experience of mental ill-health	D	AF
Competencies		
Excellent interpersonal, verbal and written communication skills	E	AF, I
Excellent organisational and presentational skills	E	I
Ability to work as part of a team, and work autonomously while using own initiative	E	I
Proactive approach to and the ability to find creative and imaginative solutions to problems	E	AF, I
Excellent IT skills with the ability to use Outlook, Word, Power Point, databases and spreadsheets proficiently	E	AF
Highly Competent in the use of Adobe Creative Cloud (Adobe InDesign, Photoshop, Illustrator)	E	AF
Competent in website design platforms including Wordpress	E	AF
Competent in Search Engine Optimisation	E	AF
Competent in a range of social media platforms including Hootsuite	E	AF
Competent in the use of Mailchimp to build mailing lists and designing engaging newsletters	E	AF
Personal Attributes / Qualities		
Reliable and punctual individual	E	AF, I

Strong commitment and motivation to improving the lives of people experiencing mental ill-health	E	AF, I
Compassionate and considerate to others	E	AF, I
Other		
Ability to travel with use of own car	E	I
Ability to work from home when required	E	AF
Knowledge of equal opportunities and disability discrimination legislation	E	AF
Knowledge of Chapter and some of the activities it undertakes	E	AF, I
Able to work occasional evenings and weekends	E	I

E = Essential, D = Desirable, AF = Application, I - Interview