

Job Description

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| **Job Title:** | Marketing, Events and Engagement Coordinator | | |
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| **Grade:** | Salary Scale 6 Points 26-28  £19,245.23-£20,533.91 (pro rata 30 hours)  £22,175.58-£23,660.47 (based on 35 hours)  Dependant on experience and qualifications | | |
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| **Immediate Supervisor:** | Office Manager | | |
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| **Immediate reports:** | None (but may supervise volunteers) | | |
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| **Hours of Duty:** | **30-35** hours per week in accordance with service requirement. Some of these hours may be required to be worked over evenings and weekends for event and publicity purposes. | | |
| **Staff Benefits:** | 25 Days Annual Leave, rising with extended service to 32 days per year, plus statutory bank holidays pro rata  Auto-enrolment Pension scheme with 3% contribution from the organisation  Within reason, we offer Flexible working arrangements to help balance work and personal commitments.  We offer ongoing training and development opportunities  We are committed to providing wellbeing opportunities in support of staff, including an Employee Assistance Programme. | | |
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| **Any Special Conditions of Service:** | All service delivery will model the belief that we all have the potential to make positive change and to lead meaningful and purposeful lives.  All staff will contribute to the ongoing development of an ambitious and inspirational culture and provide hope, empowerment and choices that support individuals to thrive and reach their full potential.  To support this we embrace our values of:  Open – We reach out to anyone who needs us.  Together – We are stronger in partnerships.  Responsive – We listen, we act.  Independent – We speak out fearlessly.  Unstoppable – We never give up. | | |
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Summary of Main Duties and Objectives of the Job:

1. The Marketing, Events and Engagement Co-ordinator is a key role in the organisation that co-ordinates and markets the service via all media platforms. In addition, the co-ordinator will manage all literature promoting the organisation, lead on marketing campaigns and attend events and outreach venues to ensure provision of information throughout the borough.
2. The coordinator also works with the Management team and others in the organisation to develop and implement communications strategies with Rochdale and District Mind key audiences. This will include service users/families, community supporters, other Local Minds, Mind in Greater Manchester, National Mind, fundraisers, prospective funders, and Trustees.
3. This pivotal position is responsible for coordinating organisation-wide communications. Collaboration will be needed with others in the organisation to achieve brand consistency, coordination of messages, and the highest standards for external communications.
4. The Marketing, Events and Engagement Co-ordinator will organise and coordinate campaigning and consultation events, such as recognised mental health awareness events, to raise awareness of mental health and emotional wellbeing within the diverse of the Borough.

Responsibilities:

1. To market and promote Rochdale and District Mind through the delivery of high quality, integrated marketing campaigns that will champion and develop the identity and brand or Rochdale and District Mind.
2. To ensure that the information provided on the website is up to date and fit for purpose in accurately illustrating service offer and how to access including creating content for the website news section.
3. Plan, prepare and manage the publication and distribution of publicity materials including via direct marketing.
4. To develop an effective digital marketing presence for Rochdale and District Mind through the utilisation all social media platforms.
5. To create press releases and statements as needed, organise a calendar of marketing events, such as promotions, exhibitions, workshops, open days and plan wellbeing events.
6. Undertake market research and establish the best way to reach target groups.
7. Analyse the impact of marketing campaigns and prepare measurement reports.
8. Develop the use of digital channels as a new way of achieving our marketing objectives whenever possible and appropriate, and that it is integrated into all we do for maximum effect.
9. To represent Rochdale and District Mind at events throughout the Borough. This will include delivery information-based presentation to a range of audiences about the user-led services that are offered by the organisation.
10. To organise and coordinate regular events utilising a health promotion type approach to promote a greater awareness and understanding of mental health and emotional wellbeing.
11. To ensure that information provided is accurate, culturally sensitive, up to date, and tailored to the needs of the individual.
12. To develop strategic relationships with key partners and actively participate in local partnership forums as appropriate.
13. To work collaboratively with National Mind and Mind in Greater Manchester to promote joint campaign and initiatives within the national and local mental health arena.
14. To positively contribute to the team environment by sharing updates on work and positively contributing to team culture.
15. To undertake training/other learning opportunities as required and take shared responsibility for personal development.
16. To actively participate in Rochdale and District Mind’s supervision and staff development policy.
17. To undertake any duties and responsibilities of an equivalent nature as may be determined by the Operations Manager or CEO from time to time in agreement with the post holder, and after consultation with them.

General principles for all Mind staff:

1. To promote the empowerment of people who experience mental health and emotional wellbeing issues and to help them speak out.
2. To support the active participation of mental health and emotional wellbeing service users in the services they receive.
3. To practice anti-discriminatory behaviour and to adhere to Rochdale and District Mind’s objectives and policies in the delivery of all its services.

These responsibilities are subject to annual review and may need to be adjusted in line with service developments.

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| Prepared by | Hayley Price | Date | 23/05/2023 |
| Agreed by Post holder | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date | \_\_\_\_\_\_\_\_\_\_\_\_ |
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| Supervisor | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date | \_\_\_\_\_\_\_\_\_\_\_\_ |
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| Chief Officer | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date | \_\_\_\_\_\_\_\_\_\_\_\_ |