

Our Mission

We exist to ensure that people do not face mental health issues alone and can lead their lives free from stigma and discrimination.

Our Vision

We provide information and support to empower anyone experiencing a mental health issue to improve and maintain their wellbeing. We campaign to improve services, raise awareness and promote understanding. We promote and protect good mental health wellbeing for everyone in Heywood, Middleton and Rochdale, Bury and N.E. Lancashire. We will not give up until everyone experiencing a mental health issue gets both support and respect.

Our Values

OpenWe 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.

Marketing & Engagement Coordinator

Salary £23660 per annum

Scale 6 point 28

Help us get the message out about our great services.

As our Marketing Coordinator you will be a key member of the team, supporting all colleagues who work across our inspiring projects and programmes that support and give voice to people with mental health issues. You will help us deliver our vision and mission and live our values and make a real difference for the people of Rochdale.

Summary of Main Duties and Objectives of the Job:

You will play a key role in promoting our mission, increasing awareness of what we do and why it is important. You will work with the management team and others in the organisation to develop and implement creative 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.

You will:

* Manage our organisation's marketing and communication efforts and ensuring effective engagement with our target audience and stakeholders.
* Bring creativity and energy to delivering the key messages, stories and campaigns about our work.
* Share our passion for promoting and sharing the stories of people and the families of those needing mental health support.
* Develop and execute engaging social media campaigns, including planning, scheduling, and creating graphics and monitor social media engagement, responding to comments and messages promptly.
* Write compelling and tailored content for different audiences, including working with our users and staff to capture inspiring content.
* Analyse the impact of marketing campaigns and prepare measurement reports.
* 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.
* Develop branded resources that align with our organisation's visual identity.
* Create and manage leaflets and newsletters to keep stakeholders informed about our latest updates, events, and campaigns.
* Ensure people using our services have a strong voice across our work.

EXPERIENCE, KNOWLEDGE, AND SKILLS REQUIRED FOR THIS POST

* At least 2 years previous experience in a marketing and communications type role
* Experience of communicating with a range of different audiences
* Knowledge of market research to establish the best way to reach target groups.
* Be a good all round communicator including representing Rochdale Mind at conferences and events and acting as an ambassador for the organisation
* Understand branding principles and the ability to adhere to brand guidelines when creating marketing materials.
* Understanding and commitment to the inclusion of all staff, partners and service users irrespective of race, gender, sexuality, age, religion, ability, identity and experience
* Excellent writing skills with a keen eye for detail.
* An appreciation of storytelling techniques and the ability to craft compelling narratives.
* The ability to write clear, concise, and persuasive copy for different audiences including youth-facing materials, corporate news, and press releases.
* 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.
* [Desirable] Proficiency in filming and editing videos for different platforms. Understanding of video production techniques and post-production editing.

**GENERAL AREAS OF RESPONSIBILITY**

* Be committed to safeguarding principles and be willing to put the welfare of our users at the forefront of your work.
* An understanding and belief in the inclusion of all staff, partners and service users irrespective of race, gender, sexuality, age, religion, ability, identity and experience
* Actively promotes and embeds an understanding of equality, diversity, and an inclusive culture.
* Able to take personal accountability for key work areas.
* Strong organisational skills to manage multiple tasks, prioritise deadlines, and work efficiently in a fast-paced environment.
* Excellent interpersonal skills and the ability to work effectively with a diverse team.
* Genuine interest and commitment to working with Mind.
* Self-starter and able to work alone and to collaborate.
* To positively contribute to the team environment by sharing updates on work and positively contributing to team culture.
* To undertake training/other learning opportunities as required and take shared responsibility for personal development.
* Ensure Rochdale and District Mind’s Health and Safety and Safeguarding and any other appropriate policies are adhered to where necessary.
* To actively participate in Rochdale and District Mind’s supervision and staff development policy.
* 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.

SALARY AND BENEFITS

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| **Grade:** | Salary Scale 6 Point 28  From £23,660.47 (based on 35 hours)  Dependant on experience and qualifications |
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| **Reporting to** | Hayley Price |
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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. |

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

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| Prepared by | Pam Hardisty | Date | 25/07/2023 |
| Agreed by Post holder | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date | \_\_\_\_\_\_\_\_\_\_\_\_ |
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| Supervisor | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date | \_\_\_\_\_\_\_\_\_\_\_\_ |
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| Chief Officer | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date | \_\_\_\_\_\_\_\_\_\_\_\_ |