



Job Description and Person Specification Events & Communications Officer (Safe Spaces)

POST:	Events & Communications Officer (Safe Spaces)
LOCATION:	Shipley with some cross site travel (Bradford and Keighley)
GRADE:	Grade C1 £24,000 Annual FTE Salary
HOURS:	16 hours a week, 10am to 2pm Tue-Fri
ACCOUNTABLE TO:	Marketing & Communications Manager

Purpose of the Job:

To provide a range of marketing support to promote our Safe Spaces mental health crisis service. This will include writing online and social media content, designing communications materials, attending events and networking opportunities and building relationships with colleagues, clients and partners.

Main duties

- Work with the Programme Director and the Marketing and Communications Managers from The Cellar Trust and Mind in Bradford to deliver the Safe Spaces Communications Plan
- Develop key messages and calls to action to engage our stakeholders, partners and clients reflecting our brand, image and tone of voice
- Adapt our messages for use across channels including PR, printed material, online and social media
- Organise and attend events as the face of Safe Spaces to generate awareness and build relationships
- Use social media to share messages with community groups, partners and clients
- Support our grassroots partners to communicate their crisis drop-in sessions with their audiences
- Work with external agencies to design and deliver communication materials
- Create content for and update The Cellar Trust website, the Mind in Bradford website and the Healthy Minds website

Values and Behaviours

- Create and maintain a culture of Respect always challenging and rooting out discrimination and stigma.
- Demonstrate a consistent belief in people and tenacity in supporting people to improve their future.
- Be passionate about our work and inspire others to feel the same
- Be committed to doing things well and always look for opportunities for improvement.
- Model excellent partnership and team working.



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PERSON SPECIFICATION

Listed below are the knowledge, experience skills and values you will need to do this job, we will assess these through your application or through tests or interviews after shortlisting.

Knowledge	Method
Qualifications to level 4 (GCSE) or significant equivalent experience	Application
Some knowledge of contemporary approaches to branding and the design of marketing materials	Application Assessment
Knowledge and or lived experience of the challenges facing people who have difficulties relating to their mental health	Application Assessment
Experience	
At least 1 years' experience in a related role delivering marketing campaigns	Application
Experience of writing social media content appropriate to the organisational brand and values	Application Assessment
1 years' experience to work with WordPress or other comparable web platforms	Application
Skills	
Excellent IT skills including the use of Microsoft office, databases, internet and social media	Assessment
Excellent verbal and written communication skills	Assessment
Ability to manage several diverse projects, with excellent organisational skills	Assessment
Excellent networking and relationship building skills	Assessment
Values	
A firm belief that all people matter and deserve respect	Assessment
An evidenced belief that everyone can change	Assessment
A track record of delivering on your commitments	Assessment
A personal commitment to equality, diversity, and inclusion	Assessment