

# Job Description and Person Specification

## Communications and Events Officer



<b>POST:</b>	<b>Communications and Engagement Officer</b>
<b>LOCATION:</b>	<b>Shipley and Bradford with some travel across the wider District as required</b>
<b>GRADE / SALARY:</b>	<b>C1 £24,000 FTE per annum</b>
<b>HOURS:</b>	<b>22.5 hours per week, Mon-Fri</b>
<b>ACCOUNTABLE TO:</b>	<b>Marketing and Communications Manager</b>

### **Purpose of the Job:**

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

### **Main duties:**

- Work with the Safe Spaces Programme Director and the Marketing and Communications Managers from The Cellar Trust and Mind in Bradford to deliver the Safe Spaces Communications Plan.
- Work with the Director of Central Services and Business Development and Estates and Facilities Manager to deliver the Shipley Towns Fund Communications Plan.
- Develop key messages and calls to action to engage our stakeholders, partners and clients reflecting our Safe Spaces brand, image and tone of voice as well as The Cellar Trust 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 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 Safe Spaces 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.

## 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.

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