

Job Description and person specification

Job title:	Marketing Coordinator, Community Living Well
Responsible to:	Director, Kensington and Chelsea Mind
Responsible for:	Designing, developing and implementing the marketing and communications strategy for Community Living Well
Base:	Royal Borough of Kensington and Chelsea
Terms and Conditions:	
Salary range:	£28,485 - £30,153 per annum
Hours:	37.5 hours per week
Probation:	6 months
Pension:	K&C Mind operate a NEST contributory pension scheme that staff are automatically enrolled on to, with a contribution of 1%. There is a 1 month opt out period. After successful probationary period Mind will match contributions up to 6%.
Holidays:	25 – 31 days per annum, depending on length of service.

This job description may change as Community Living Well develops. The post-holder will have full opportunity to discuss this and to be active in any changes or developments.

Date issued: March 2018

Section 1: General and professional responsibilities of all K&C Mind staff

- To promote a positive and professional image of Mind's aims, values and services at all times
- To work individually and collectively to ensure that the objectives of Kensington and Chelsea Mind are achieved
- To contribute to the development of services and the wider aims and objectives of Mind
- To promote user involvement and empowerment in all that we do
- To promote and facilitate an ethos of recovery, growth and independence in all services and activities
- To promote equality of opportunity and to challenge discriminatory practices and behaviour at all times
- To adhere to Mind's staff Code of Conduct and policies and procedures at all times
- To maintain confidentiality and ensure that all information storage and information sharing is carried in compliance with the Data Protection Act (2018)
- To keep informed about mental health issue and best practice models and industry standards, as appropriate to the post
- To deliver services, meet targets and deliver performance outcomes in line with Mind service contracts, agreements, service specifications, quality standards and individual job descriptions
- To prioritise, work-plan, organise, monitor and deliver work to agreed deadlines
- To use initiative and problem solve to achieve positive solutions
- To plan and manage budget resources, within the delegated authority for the post
- To motivate and manage people and/or teams
- To work with all stakeholders in a professional, confidential, respectful and bounded manner
- To work independently and as part of a team
- To demonstrate excellent interpersonal and communication skills at all times
- To observe good health and safety practice throughout the organisation, in respect of individuals, premises, safe working practices, lone working and emergency procedures
- To implement Mind's Risk Assessment and Risk Management Framework, as appropriate to the post
- To be aware, responsive and proactive, in respect of Mind's duty of care and responsibilities to integrative mental health through Care Programme Approach, Safeguarding, as appropriate to the post
- Building on qualifications, training and experience gained, to develop and maintain the range of skills appropriate to the post to ensure continuous professional development
- To attend Mind staff meetings, supervision and reflective practice meetings and external meetings appropriate to the post
- To be aware of Mind's Whistleblowing, Anti-bullying and Stress at Work policies
- To sign up to Mind's confidential Employee Assistance Service

Section 2: Role and responsibilities of the post:

General:

- To work collaboratively to promote Community Living Well
- To design, develop and implement the Community Living Well Marketing and Communications Strategy, including publicity materials and branding
- To support Community Living Well partners to implement the strategy
- To deliver the marketing and communications plan across a range of different media, including social media
- To organise and deliver promotional events for Community Living Well
- To design hard copy and digital promotional materials to promote the Community Living Well service
- To ensure branding is consistent throughout all platforms and materials
- To develop, manage and update content for the Community Living Well website, including SEO
- To manage the accounts relating to Community Living Well's website, hosting and SSL companies and keep certificates up to date
- To attend marketing planning meetings, as required and liaise with external companies and suppliers, as appropriate
- To coordinate a marketing planning committee made up of representatives from Community Living Well to co-produce a quarterly Community Living Well Magazine
- To organise coproduction events and meetings with service users and staff to ensure that Community Living Well materials and website is service user led
- To develop relationships with key media to secure and grow media coverage, both online and offline

Specific duties for Community Living Well Peer Support:

- To produce a monthly Peer Support update of the month's planned activities
- To maintain the database of Peer Support membership and handle all data in compliance with data protection and confidentiality
- To gather and collect data to produce service activity reports for contract monitoring, including service user feedback
- To collate activity data and provide reports to measure activity against outcomes and KPIs

This list is not exhaustive.

Section 3: Person specification: Marketing Coordinator, Community Living Well

	Qualifications:	Essential	Desirable
	Expectations:		
1.	A commitment to the core values of Community Living Well and Mind	E	
2.	A professional qualification or strong working background in marketing	E	
3.	IT qualification or relevant experience	E	
	Experience:		
4.	Experience, knowledge or strong interest in mental health and the health and/or charity sectors		D
5.	Understanding of the impact of mental health problems for individuals and carers		D
6.	Proven experience in administration, marketing and communications	E	
7.	Proven experience designing a wide range of marketing and publicity materials	E	
9.	Proven experience in website and database administration and maintenance	E	
10.	Experience with HTML		D
11.	Experience of co-ordinating a wide range of promotional events	E	
	Technical Skills:		
12.	Excellent IT skills, including Sharepoint, Microsoft Office systems	E	
13.	Skills and experience of using Adobe packages, In-Design, Photoshop or Illustrator		D
14.	Excellent written and editorial skills to deliver copy to a range of audiences	E	
15.	Proven skills in eCRM communications and CMS management	E	
16.	Proven skills in information collation and data analysis	E	
	Core Skills:		
17.	Ability to prioritise, work-plan, organise, monitor and deliver work to agreed deadlines	E	
18.	Ability to use initiative and problem solve to achieve positive solutions	E	
19.	Ability to meet targets and deliver positive outcomes	E	
20.	Ability to plan and manage budget resources, within the delegated authority of the post	E	
21.	Ability to work independently and as part of a team	E	
22.	Ability to motivate and manage people and/or teams	E	
23.	Ability to work with all stakeholders in a professional, confidential, respectful and bounded manner	E	
24.	Ability to demonstrate excellent interpersonal and communication skills with a wide range of stakeholders	E	