

JOB DESCRIPTION

Job title:	Associate Director of Communications (Maternity Cover)
Line manager:	Chief Executive
Salary:	£53,500 (non-negotiable)
Working hours:	Full time
Annual leave:	31 days per annum
Work base:	Centre for Mental Health offices and remote

Job Summary

To lead the Centre's communications, ensuring the Centre's written and visual outputs are of the highest quality and meet the needs of the organisation. To set and implement communications strategies for the Centre and its projects. To take overall responsibility for website and social media output, the production of publications, media and public relations, marketing and fundraising materials, the Centre's visual corporate identity, and liaising with a range of external suppliers and partners.

Job description

Strategic leadership

- Developing and implementing the Centre's strategy and policies, as a part of the Leadership Team
- Ensuring that equality, diversity and inclusion are a priority for the organisation
- Working on organisation-wide improvements in team working, messaging and income generation.

Media and PR

- Taking lead responsibility for the Centre's media and PR activity.

Website

- Taking lead responsibility for the development, management and updating of the Centre's website, including:
 - Sourcing and adapting a range of materials for the website – written content, multimedia, video, presentations, documents, etc
 - Analysing website usage and undertaking qualitative surveys of web visitors
 - Developing the website's role in fundraising and in marketing of trading activities
 - Working with external suppliers to ensure the website is well maintained and reviewed regularly.

Social media

- Taking lead responsibility for the Centre's social media activity, ensuring that it makes use of relevant platforms to achieve the Centre's aims and objectives
- Leading the team in strategically planning social content to maximise engagement and impact.

Publication production

- Managing the production of all Centre publications, ensuring they are edited, laid out, reviewed and, where necessary, printed to a high standard and within agreed budgets
- Advising Centre staff and associates on suitable publishing options for projects
- Overseeing and reviewing the production of infographics and audio-visual materials to support the communication of Centre publications and research.

Corporate style and materials

- Maintaining and updating the Centre's corporate style and identity, including:
 - Overseeing and executing the design and production of promotional and marketing materials and stationery
 - Ensuring that the Centre's branding guidelines are adhered to across the organisation to maximise brand awareness.

Marketing

- Overseeing the marketing of the Centre's services and training, liaising with the Business Development team to promote the organisation's offer and secure new opportunities.

Intellectual property and data protection

- Ensuring the Centre is up-to-date with intellectual property law and asserts its rights when working with third parties on publications
- Ensuring that the Centre works within all relevant legislation in its communication activities.

Line management

- Supporting and managing the Communications Specialist and Communications Lead
- Carrying out regular 1-1 support and supervision meetings and annual appraisals
- Appropriately delegating any of the above tasks to the Communications Specialist and Communications Lead, retaining responsibility for the quality of work
- Recruiting additional staff as necessary.

Business development and partnerships

- Liaising with funders and partners on communication budgets and activities, working with the Associate Director for Business Development
- Supporting the CEO in building relationships with organisations that can support the Centre's key messages and priorities for influencing policy.

General

- Implementing the Equal Opportunities Policy
- Being responsible for own health and safety and that of colleagues, in accordance with the Health & Safety at Work etc. Act 1974 and relevant EC Directives, including reporting any health and safety hazard immediately you become aware of it
- Working in accordance with the General Data Protection Regulations, ensuring the confidentiality of data stored electronically and by other means is in line with the GDPR
- In summary, the postholder is required to comply with all Centre for Mental Health policies, procedures and guidelines.

This is not an exhaustive list and the post holder may be asked to undertake such other duties from time to time in line with the level of the post as required.

Person specification

	ESSENTIAL	DESIRABLE
SKILLS	<ul style="list-style-type: none"> • Excellent organisational, planning, and project management skills, and ability to set and meet deadlines • Excellent oral and written communication skills • Experience in using Adobe InDesign and/or Illustrator • Ability to manage numerous deadlines to meet the needs of multiple stakeholders • Strong attention to detail, with ability to copy edit and proof read to a high level. 	<ul style="list-style-type: none"> • Knowledge of video editing and appropriate software.
KNOWLEDGE & EXPERIENCE	<ul style="list-style-type: none"> • A knowledge of issues affecting people with mental health problems and of the mental health field • Experience of directing press activity to secure media coverage, including writing press releases, liaising with journalists and pitching stories • Proven experience of editing and producing high-quality publications and similar materials • A strong track record of using a range of social media platforms to achieve change and support an organisation's influencing and financial objectives • A strong understanding of the principles of web technology, architecture and design • Experience of website design, maintenance and development • Ability to convert complex information and data into accessible and attractive material. 	<ul style="list-style-type: none"> • A good understanding of the basic tenets of intellectual property and data protection laws as they apply to charities • Experience of marketing services within a non-profit or healthcare context
PERSONAL QUALITIES	<ul style="list-style-type: none"> • Commitment to anti-racism, and equality and inclusion • Highly skilled in liaising with a broad range of stakeholders including funders, partners, people with lived experience, journalists and suppliers • Able to represent the Centre, reflecting its values and priorities • Aptitude in problem-solving and clarity of decision-making • Ability to work independently to prioritise work areas. 	
OTHER	<ul style="list-style-type: none"> • Ability to undertake occasional travel around England necessitating overnight stays • Personal experience of mental health issues is desirable. 	

To ensure we safeguard the children, young people and vulnerable people that we work with, Centre for Mental Health will carry out a number of pre-employment checks as part of

our recruitment and selection process to enable us to make informed recruitment decisions. After interview we will ask potential staff for consent to a Disclosure check which will be carried out by the Disclosure and Barring Service (DBS). In order to process the Disclosure check, Centre for Mental Health is required to confirm the identity of the potential staff member. For this reason, we will seek documentation as evidence of identity. Please note that any information supplied will be treated in confidence and in accordance with the General Data Protection Regulations and the DBS Code of Practice.