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<b>Purpose:</b>	<b>To lead in the delivery of high quality external communications, marketing and external comms to best promote Solent Mind's aims and strategy. Raise Solent Mind's marketing function to strengthen our position as a leader of change.</b>
<b>Reports To:</b>	<b>Business Development Director</b>
<b>Direct Reports:</b>	<b>Digital Content Officer</b>
<b>Key Relationships:</b>	<b>Communications And Marketing Officer - Mayfield Nurseries, Senior Management Team, Business Development Team, HR Director, Heads Of Services, Executive Assistant.</b>
<b>Location:</b>	<b>Southampton (combined with remote working)</b>
<b>Hours:</b>	<b>37 Hours Per Week</b>
<b>Salary:</b>	<b>£28,095 to £30,259 Per Annum (SM PP 33-36)</b>

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### **Main Responsibilities**

- Lead on the creation and delivery of a Marketing and External Comms Strategy, in line with the strategic vision of the charity. Work with colleagues and external partners to strengthen Solent Mind's position as a leader of change of attitudes and service provision to support people with their mental health.
- Work with the wider Business Development Team to assist income generation, including through promotion of fundraising, events, corporate partnerships and workplace wellbeing training. Assist with creations of marketing plans for major fundraising campaigns and challenge events.
- To offer advice to CEO and HR Director in delivery of effective internal communications, ensuring that external communications are communicated to our internal audience. Working with HR who lead on internal communications.
- Work with Programme Leads and key service delivery staff to advertise Solent Mind projects and services, ensuring messaging and branding are consistent.
- Work with key colleagues in Solent Mind to create major yearly documents (e.g. Annual Review).
- Be the lead staff member responsible for ensuring branding for online and printed publications adhere to brand guidelines and make informed strategic decisions on exceptions to this.
- Work closely with partners (e.g. NHS, local councils, other charities and community organisations) on partnership projects to ensure high quality external communications and branding around joint projects.
- Work closely with Programme Leads to develop relationships that will support the strategic comms function of each area.

- Lead on the development of communications relations with the IAPT comms lead for italk around joint comms work.
- Build strong relationships with key contacts, including press and external design, print and web agencies and liaise with these contacts to ensure any materials produced for or about Solent Mind are appropriate and on brand.
- Manage media enquiries, the creation of features and case studies.
- Manage and maintain the Solent Mind website and social media accounts. Including regular reporting on usage and analytics.
- Line manage the Marketing Officer to deliver team responsibilities, organising and delegating work as appropriate. As well as provide dotted line support to the Mayfield Communications & Marketing Officer.
- Lead on the development of strategic partnerships with other stakeholders and partners to develop communications plans, campaigns and joint strategies.
- Lead on the exploration of other ways of using digital marketing to help boost awareness and engagement of the organisation.

## **General**

- To uphold the aims and values of Solent Mind.
- To contribute to the ongoing development of the service and to best practice.
- To work within Solent Mind policies and procedures and to complete all necessary training.
- To maintain up to date knowledge of legislation, national and local policies and issues in relation to both the specific client group and mental health.
- All employees have a duty and responsibility for their own health and safety and the health and safety of colleagues, patients and the general public.
- All employees have a responsibility to prevent abuse and neglect and report concerns.
- All employees have a responsibility and a legal obligation to ensure that information processed for both patients and staff is kept accurate, confidential, secure and in line with current Data Protection legislation and Security and Confidentiality Policies.
- Undertake not to abuse their official position for personal gain, to seek advantage of further private business or other interests in the course of their official duties.

**This list is non exhaustive and other duties may be required to be undertaken to meet the needs of Solent Mind**



# PERSON SPECIFICATION

## Marketing and External Comms Manager

Requirement	Essential or Desirable
<p><b>Qualifications/Education/Training:</b></p> <p>Degree or relevant qualification (e.g. CIM, CIPR) in Marketing, PR, Journalism, or Communications. Or relevant experience.</p> <p>English Language GCSE grade C or above or equivalent - good standard of English and grammar - this post will be expected to write high-quality and professional communications on a daily basis.</p> <p>Maths GCSE Grade C or above or equivalent.</p> <p>Experience working in the charitable sector.</p> <p>Management or Supervision Training.</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Essential</p>
<p><b>Experience:</b></p> <p>Experience of writing press releases and handling media enquiries.</p> <p>Legal knowledge and understanding of the press and media liaison.</p> <p>Excellent experience of writing copy, create promotional materials and newsletters.</p> <p>Experience in managing a team with excellent people skills.</p> <p>Experience of digital communications including social media and managing websites using a CMS.</p> <p>Experience in leading and developing campaigns.</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>
<p><b>Knowledge/Skills/Competencies:</b></p> <p>Knowledge of mental health.</p> <p>Excellent IT and digital skills, and be able to understand and use alternative IT/digital systems and platforms.</p> <p>Attention to detail.</p> <p>Excellent writing skills with ability to write copy and create promotional materials.</p> <p>Ability to work under pressure, prioritise, work on own initiative and be part of the team.</p> <p>Management and supervision skills.</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>
<p><b>Other:</b></p> <p>Commitment to Solent Mind's values.</p> <p>Commitment to Solent Mind's Equal Opportunities and Diversity policies.</p> <p>Some evening and weekend work will be required.</p> <p>Use of/access to a car.</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>

Date job originated: October 2021  
 Date job reviewed:  
 Reviewing Manager: Emma Fernandes



**DBS NOT REQUIRED FOR THIS POSITION**

Disclosure & Barring Service And Recruitment Of New Staff