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**Job Description and Person Specification**

**Social Media & Website Assistant**

# Job Title: Social Media & Website Assistant

**Grade:** NJC SCP 7 currently £26,008 per annum, inclusive of Inner London Weighting. Based on 14hrs per week, currently £10,403.20 pa (Inc ILW)

**Hours:** Part-Time 14hrs per week.

**Supervised by:** Fundraising and Events Coordinator

**Location:** Tower Hamlets (Hybrid Working available)

**Contract Term:** 12 months (possible extension pending funding)

Mind in Tower Hamlets and Newham are excited to promote this new role for the right candidate. This is an outstanding opportunity for someone who is passionate about social media and marketing campaigns. The ideal candidate is a creative individual who has previous experience working in an e-commerce business or business marketing environment; and can successfully manage multiple ongoing projects and campaigns. You will be responsible for the day to day marketing efforts of the business while working closely with the Fundraising & Events Coordinator.

This role will work collaboratively and be supervised by the Fundraising and Events Coordinator who reports to the CEO and is accountable to the Board of Trustees.

**About Us**

We are a local Mind Organisation, operating across Tower Hamlets, Newham, Redbridge and Havering. With 1 in 4 people experiencing mental health problems at some point in their lifetime, we have a vision of a society where people with mental health and emotional needs are accepted and included without fear of stigma and discrimination. We work towards a society where our clients’ needs, and ambitions are supported and where people with mental health and emotional needs are free from stigma and discrimination. We believe that everyone has the right to access comprehensive services which enables them to reach their full potential and to work towards their recovery.

**The key duties will include:**

* Schedule and manage our social feeds, overseeing content calendars, responding to messages, and the creation of assets and copy – working with Instagram, Twitter and LinkedIn
* Website updates for the whole organisation
* Managing and executing marketing and social media campaigns
* Creating communications via email campaigns
* Design elements for our owned content and other assets required
* Support to deliver seasonal campaigns, including assisting in planning and on delivering campaigns and posts around our Mental Health Awareness calendar
* Create and design email campaigns via Canva that show-case our organisation and engage our followers
* Compiling and distributing information such as website and social media analytics
* Creating client questionnaires via Type form for feedback, development and community-building around our comms
* Quarterly reporting on content performance.
* Local and national press outreach to celebrate our work, researching potential awards, increase our boroughs awareness of our Charity
* Support any additional projects as required, including our seasonal events.

**Knowledge, Skills and Experience Required**

* Qualified to at least degree level preferably in Digital Marketing, Communication or similar field
* Minimum of 1-year industry experience in a marketing role/or experience running or working on social media accounts
* Proficient designer, who can make creative assets, from Instagram stories to flyers
* Proficiency in Microsoft Office; Adobe Creative Suite (Illustrator, photoshop, Canva) ; Canva (preferred)
* Advanced knowledge of mental health sphere
* Understanding and experience of Marketing platforms such as TikTok, Instagram, Twitter
* Ability to write compelling social media content
* Excellent written and verbal communication skills in English
* Good technical skills to navigate the various IT systems.

**Benefits include:**

The benefits of working for the organisation include 30 days annual leave, rising to 35 days after 5 years of service, training opportunities, good Company Pension Scheme, Death in Service Benefit and an Employee Assistance Programme

The post is subject to a Right to Work Check and enhanced Disclosure and Barring Service check.

We welcome applications from all sections of the community.

**Closing date:** 9am, 28th November 2022

**Interview date:** Thursday 1st December 2022