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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)

**About Mind in Tower Hamlets and Newham**

We are a local, registered charity affiliated to national Mind. The organisation supports those with mental health issues in Tower Hamlets, Newham and Redbridge towards recovery and leading a better life.

**Background**

We have been delivering services and support for people living with mental health in our community for 30 years.

Our aim is to help people in our local communities to have better mental health and wellbeing and to live the best lives possible. We do this by providing a range of services to meet local needs, including: Mental Health Support, Wellbeing Groups, Talking Therapies, Employment support, Advice and Information as wells as Advocacy services.

We are committed to delivering services which meet the ever-changing needs of our communities. Co-production, co-design and co-delivery of services is at the heart of our organisation.

We are committed to delivering inclusive services that are accessible to everyone who needs them and to ensure that no one has to face a mental health issue alone.

We are committed to meeting the diverse needs of our communities and actively campaign to readdress health inequalities and ensure equity of services. You can find out more about our work around [being an Anti-Racist/Anti-Discriminatory Organisation](https://www.mithn.org.uk/about-us/21923-2/).

**Key Responsibilities**

As part of our growing organisation, we are currently seeking an experienced Social Media & Website Assistant to add to our team in Tower Hamlets. 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 Co-Ordinator.

* 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.

1. **Duties required of all Employees:**

* Undertake the induction programme as devised and assist in the induction of new staff, if requested to do so
* Attend and participate in staff meetings, team meetings, appraisals, training, and other meetings or events as required.
* Contribute to the co-ordination, training and support of volunteers as agreed with the CEO and Operational Director
* To comply with, promote and contribute to the development of Mind in Tower Hamlets and Newham’s ‘Philosophies and Aims’ and all organisational policies.
* Undertake all duties in accordance with Mind in Tower Hamlets and Newham’s policies, with reference to the Equal Opportunities and Health and Safety policies to maximise safety of clients and staff.

# Undertaking other duties and accepting special responsibilities to maintain or enhance the services delivered by Mind in Tower Hamlets and Newham

# To carry out other duties consistent with the post

# To effectively manage any petty cash or financial issues within the finance procedures laid down.

# This is a new role within the Organisation and subject to changes within the next 6-12 months in line with the organisation’s Strategic Plan. The role as described is not exhaustive and so there may be other areas which are the responsibility of this role

**Head of Equality, Diversity, and Inclusion**

**Person Specification**

Outlined below are the experience, skills and knowledge required to carry out the tasks in the job description. Please ensure that you use examples to demonstrate that you meet each individual criteria within the application form

|  |  |  |
| --- | --- | --- |
| No. |  | Essential/  Desirable |
| Qualification | | |
|  | Qualified to at least degree level preferably in Digital Marketing, Communication or similar field | D |
|  | Minimum of 1-year industry experience in a marketing role/or experience running or working on social media accounts | E |
| Experience | | |
|  | Proficient designer, who can make creative assets, from Instagram stories to flyers | E |
|  | Proficiency in Microsoft Office; Adobe Creative Suite (Illustrator, photoshop, Canva) ; Canva (preferred) | E |
|  | Advanced knowledge of mental health sphere | E |
|  | Understanding and experience of Marketing platforms such as TikTok, Instagram, Twitter | E |
|  | Ability to write compelling social media content |  |
| **Knowledge and Skills** | | |
|  | Excellent written and verbal communication skills in English | E |
|  | Good technical skills to navigate the various IT systems. | E |
|  | Demonstrable knowledge of Equality and Diversity legislation | E |
|  | Excellent organisational skills and attention to detail | E |
|  | Ability to perform tasks with accuracy | E |
|  | Ability to work on multiple tasks in a fast-paced environment keeping up with deadlines as a priority | E |
|  | Ability to understand basic design concepts | E |
| Personal Attributes | | |
|  | Great working attitude and able to work independently towards targets | E |
|  | Excellent judgment and problem-solving skills. |  |
|  | Demonstrable ability to engage with people from all backgrounds | E |
|  | Ability to use your own initiative, suggest new and fresh ideas and implement them | E |
|  | A creative thinker with the ability to think outside the box | D |