



Post:	PR and Communications Officer
Hours: (work)	22.5 hours (to include occasional evening and weekend work)
Salary:	£21,195 - £23,000 (pro rata)
Location:	Kenburgh House with requirement to travel between service locations
Responsible to:	Chief Executive Officer
Annual leave:	25 days (pro rata)
Pension:	We operate a contributory pension scheme which you will be auto-enrolled into (subject to the conditions of the scheme)
Probationary Period:	6 months

Mind in Bradford

Mind in Bradford is a registered charity and has a Board of Trustees (The Board) which is legally accountable for the activities of the organisation.

Our purpose (why we exist): is to promote mental wellbeing and empower and help people experiencing mental health problems to manage and work towards recovery and fulfilment.

Our mission (what we do):

- We build community and individual resilience for better mental wellbeing
- We provide early intervention advice and support
- We support people in crisis
- We empower and help people to recover and sustain improved wellbeing

The Board is responsible for governance (steering and accounting for the organisation) whilst day to day management functions (getting things done) are delegated through the Chief Executive to employees within the organisation.

Purpose of the post

Working with the Chief Executive Officer and leadership team you will be responsible for helping deliver a strategic PR and Communications programme to support the successful delivery of our new strategy, which is to *promote mental well-being and empower and help people experiencing mental health problems to manage and work towards recovery and fulfilment.*

Main duties and responsibilities

Communications and PR

- Develop and manage cross organisation communication
- Develop and maintain positive and proactive links with local media
- Support the CEO to develop and implement a proactive stakeholder management plan
- Responsibility for managing and ensuring the Mind in Bradford website is up to date and fit for purpose. Including liaising with the service director and managers to ensure service pages on the website are up to date and interactive areas are moderated
- Responsibility for social media including posting on Facebook; tweeting on twitter; developing Mind in Bradford's blog; and other media related projects as needed
- Provide support in writing content for corporate documentation such as brochures, annual report, letters, leaflets, flyers and scripts for short video/films
- Support the development of funding bids, reports and business proposals
- Organise and manage conferences and promotional events
- Respond to requests for Mind in Bradford to be represented at external events/ conferences etc.
- Manage the stock and use of promotional materials.
- Management of donations and database; ensuring all donations/ fundraising is acknowledged

Organisational

- Be familiar with the Mind in Bradford 'Code of Conduct' and to ensure that it is followed at all times both by staff, volunteers and clients
- Participate in individual and group supervision and internal and external staff development and training
- Attend and input to regular team meetings
- Ensure understanding of and compliance with all Mind in Bradford policies and procedures.
- Complete mandatory training related to the role
- Work in alignment with the aims, objectives, and core values of Mind in Bradford
- Undertake any other duties or tasks deemed necessary as determined by the CEO

It is Mind in Bradford's policy to make reasonable adjustments to enable workers with disabilities to undertake the above.

PR and Communications Officer - Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • A minimum of 5 GCSEs (or equivalent) grades A-C – must include English and Maths) • Evidence of ongoing professional development 	<ul style="list-style-type: none"> • Degree or equivalent in a relevant subject (English, communications, journalism, etc)
Experience	<ul style="list-style-type: none"> • Experience in creating copy for different platforms – online, offline, PR, literature • 2 years' experience in a PR/Communications role • Organising PR and awareness events • Managing and updating website content • Working as part of a team • Working with Microsoft packages, databases and the internet 	<ul style="list-style-type: none"> • Managing media requests and responding to news stories • Coordinating and supervising volunteers/trainees • Experience and understanding of the importance of handling all information confidentially • Producing publicity material and use of design and layout software
Skills and abilities	<ul style="list-style-type: none"> • Clear and effective writing and communication skills with the ability to adjust tone and language based on medium and target audience • Personal work planning and organisation skills • Ability to work to and meet deadlines and balance the demands of a complex workload • Ability to work on own and as part of a team • Ability to take the initiative and problem-solve • Willingness to work flexibly and learn new skills • A commitment to working positively with the public • Ability to work well under pressure and to a consistently high standard 	<ul style="list-style-type: none"> • Ability to design promotional material • Car driver with full UK driving licence and access to own transport. • First aid certificate • Safeguarding training

Knowledge	<ul style="list-style-type: none"> • A wide range of computer systems • Communication trends 	<ul style="list-style-type: none"> • An understanding of current issues and debates in mental health and how they might affect our clients • Knowledge of other community organisations and charities in the area that can help Mind in Bradford clients
Attitude and Personal Attributes	<ul style="list-style-type: none"> • Understanding of and commitment to equal opportunities and diversity. • Self-motivated and enthusiastic approach. • Understanding that mental health difficulties are a natural part of life. • Ability to build and maintain relationships at all levels. • Motivate and inspire volunteers to achieve their full potential. • Understanding of and commitment to the Mind in Bradford values of Partnership, Inclusivity, Empowerment, Excellence and Responsibility. 	<ul style="list-style-type: none"> • General knowledge of mental health and well-being through lived experience

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