



<b>Job title</b>	Communications Officer
<b>Responsible to</b>	Deputy CEO
<b>Geographical Reach</b>	North Kent
<b>Base</b>	Dartford
<b>Hours</b>	Part Time – 22.5 hours per week
<b>Salary</b>	£23,579 - £24,818 pro rata depending on experience
<b>Contract</b>	Permanent

## **Job Description: Communications Officer**

### **Purpose of Post**

To oversee all Communications and marketing within North Kent Mind as well as externally.

### **Structure of the Post**

For the calculation of travel expenses, the North Kent Mind Offices in Dartford shall be considered the base throughout, and travel between home and another working venue can only be claimed insofar as it is in excess of the distance between home and base. All time in travel between venues is counted as time worked.

The Communications Officer must be flexible to work some evenings and weekends as necessary. The post also includes hybrid working; office, out in the local community, and remote working.

### **A: DUTIES OF THE POST: GENERAL**

These duties apply to all North Kent Mind Staff, whichever service they work for:

1. To work within a framework which:
  - i. Abides by all the policies of North Kent Mind, including Equal Opportunities, Confidentiality and Health and Safety.
  - ii. Promotes Social Inclusion, Empowerment, Well-being and the Recovery Model
  - iii. Respects, encourages and builds on individual clients' coping strategies, skills and autonomy, and is in keeping with the Codes Of Practice for Social Care Workers as defined by the General Social Care Workers
  - iv. Maintains good liaison with any other outside agencies as is necessary.
  - v. Promotes good joint working, links and cross-referral with all North Kent Mind colleagues.
  - vi. Adheres to the principles of the Social Care Standards as defined by the GCSI.
2. To participate in supervision and appraisal
3. To attend staff meetings and team meetings
4. To attend training/meetings and some annual events as required
5. To undertake any other duties which the Deputy CEO, CEO or Board of Trustees may, from time to time, reasonably delegate or assign.

### **B. Duties Specific to Post**

- Work closely with our Fundraising Officer to broadly promote and communicate fundraising activities and outcomes at North Kent Mind.
- Ensure all elements of the charity's services receive promotion and marketing as required, including wellbeing services and activities, paid-for services to businesses and volunteering opportunities.
- Oversee and facilitate social media feeds, including Facebook, Twitter, Instagram and additional platforms as required. Including regular posts to encourage, foster and promote: i) engagement with our services, ii) mental health awareness within local communities, iii) fundraising for North Kent Mind from all sections of the community.
- To respond to dialogue via social media posts in a timely manner signposting potential clients requesting services as needed.
- Update and oversee the North Kent Mind website, ensuring up to date information, excellent and engaging design within branding guidelines, and accessibility.
- To design, oversee, and maintain organisational promotional merchandise and information materials. Including; engaging banner stands, t-shirts and fundraising materials, keeping leaflets and posters up to date, ensuring availability of materials in multiple formats (printed and digital), other languages, braille and other formats when requested.
- Overseeing storage, distribution, and production of all promotional materials and merchandising (as above) both physical and digital.
- Involvement in external awareness events as required.
- Respond to negative and positive feedback comments on social media and online reviews, if appropriate.
- Keep a calendar of local, national, and organisational events for promotion. This includes special days relating to mental health and working with the Fundraising officer to link our fundraising with these key events.
- Attend external networking events as required, in a communications and marketing capacity.
- Manage and utilise volunteer support for work within communications.
- Keeping and developing a library of films, podcasts and photo's to promote the organisation.
- Designing and publishing the Annual Report.
- Liaising with national Mind to get support and ideas.
- To develop an internal vision and 'tone' for communications and consistency within the organisation.
- To assist in the development and implementation of an organisational communications strategy.
- To lead on 'branding' with North Kent Mind and to ensure staff are up to date with branding rules, and that there is a consistent approach within the organisation. This includes supporting staff in the design of key documents, presentations, email signatures, and working aids in line with branding requirements.
- Capturing key 'service user stories and outcomes' for sharing from the management team.
- Managing and ensuring appropriate consents are obtained for sharing images and stories.
- Working with local media, guiding organisational media interaction, and facilitating media press releases, as required. Keeping a library/record of media engagement.
- Overseeing regular internal staff and volunteer communication bulletins.
- To support the marketing/advertising and promotion of our training services offer.
- Proofread all publicity materials to ensure accuracy and attention to detail.