



## **Information – Communications Manager**

This is a great opportunity to join Health in Mind and be part of our growing future! People frequently tell us how fantastic our work is - your role will be to effectively and creatively spread the word, using digital, print and broadcast media. You will also be our brand champion, ensuring that we get the right message across in what we say and do.

Health in Mind is based in Edinburgh and delivers a wide range of services in Lothian and beyond, aimed at improving mental health and wellbeing. In recent years, we have undergone significant change and development, in response to what our services users tell us and changes in the external environment.

We have around 100 staff and over 200 volunteers involved in fundraising and delivering a wide range of services. We are proud to have achieved the Investing in Volunteers standard (IIV) and want to ensure that the practice and principles underpinning this are maintained.

We are now looking for an experienced Communications Manager to join us. You will join us at an important time, as we continue to grow and develop. It's a challenging role, not just planning what needs to be done, but doing it too! To do it well, you'll need to be able to connect well with other people, so will need good communication, negotiation and people management skills. As a values-based organisation, we'd also want you to share our values – respect; realising potential; compassion; integrity and inclusion.

You will need to be an experienced communications professional, with experience in digital, print and broadcast, able to respond to the occasional tricky situation, as well as regular day to day challenges, as outlined in the person specification.

Health in Mind offers a generous holiday allowance (42 days in total); pension scheme; supportive sick pay scheme.

If you have read the job description and person specification and have any further informal enquiries, please e-mail Gwenn McCreath on [gmccreath@health-in-mind.org.uk](mailto:gmccreath@health-in-mind.org.uk)

**Closing date:** 31 March 2017  
**Interview date:** 24 April 2017

Please see our website for more information about us at: [www.health-in-mind.org.uk](http://www.health-in-mind.org.uk).



## JOB DESCRIPTION

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<b>Job Title:</b>	Communications Manager
<b>Grade:</b>	Health in Mind – point 38
<b>Salary:</b>	Fixed: £31,892 (pro-rata for 4 days)
<b>Location:</b>	Edinburgh – Shandwick Place
<b>Hours of Work:</b>	4 days (29 hours) per week
<b>Pattern of Work:</b>	Need to be flexible in line with job requirements; from time to time this may involve evening or weekend work
<b>Responsible for:</b>	Volunteer reports only; this may change in future
<b>Reporting to:</b>	Chief Executive

### **Purpose of Job**

Responsible for the overall management, implementation and strategic development of Health in Mind's internal and external communications activities, in line with the organisational strategy. This is a stand-alone post, so the postholder will have a 'hands-on' operational role, as well as taking a more strategic overview.

As a member of Health in Mind's management team, the postholder will also play a role in the overall leadership and management of the charity, reflecting its values.

### **Main Tasks**

#### **1. Service Delivery and Development**

- 1.1 To lead the development of effective and integrated external and internal communications strategies, in liaison with the Chief Executive, specifically to:
  - Develop/ optimise delivery and awareness of Health in Mind services
  - Raise awareness of Health in Mind and mental health amongst key external audiences
  - Complement and support fundraising activities

- 1.2 To oversee the setting and implementation of annual plans to achieve agreed outputs and targets, ensuring that that this is done in a way which protects and enhances the charity's reputation, both internally and externally; this includes all channels, including online and web-based activities
- 1.3 To build Health in Mind's profile and raise awareness through developing appropriate public opportunities and strong links with the media, acting as the public face of the organisation when appropriate
- 1.4 To ensure that service leaflets and relevant materials are kept updated and in stock
- 1.5 To act as brand champion and oversee branding guidelines and implementation
- 1.6 To provide regular reports on progress towards achieving objectives and targets

## **2. People Management / Teamworking**

- 2.1 To enable and support volunteers to develop their potential through effective recruitment, induction, management and development, in line with Health in Mind policies
- 2.2 To develop and promote effective teamworking and relationships, across Health in Mind
- 2.3 To maintain an overview of the changing external environment and the issues which might affect communications planning / development in the longer term

## **3. Resource Management**

- 3.1. To set and monitor income and expenditure budgets, in keeping with financial procedures
- 3.2. To monitor and evaluate quality and standards of work as required

## **4. Communication**

- 4.1. To contribute to improved communication in the team and across Health in Mind, through providing and sharing information appropriately, for example, through team briefing.
- 4.2. To work constructively with partners to deliver our joint aims
- 4.3. To represent Health in Mind at appropriate external meetings.

## **5. Other**

5.1. To promote equal opportunities in the workplace and in service delivery

5.2 To uphold Health in Mind's values which are:

- Compassion
- Integrity
- Recovery focused/realising potential
- Respect
- Inclusion

This post is subject to a Basic Disclosure



## **Person Specification – Communications Manager**

### **1. Knowledge**

- 1.1 A good understanding of marketing and the role of communications
- 1.2 Knowledge of organisational branding and associated benefits
- 1.3 A good and credible understanding of mental health
- 1.4 A good understanding of digital media and its place in the marketing mix
- 1.5 Sufficient understanding of internal communications to develop and implement an effective plan
- 1.6 Educated to degree level or equivalent

### **2. Skills and Abilities**

- 2.1 Able to build rapport and establish good relationships with staff, volunteers and partners in the community.
- 2.2 Communication – able to convey and receive messages verbally, non-verbally and written, in a positive and effective way
- 2.3 Negotiation and influencing skills, to effectively represent the position on issues, gain buy-in from others and achieve positive outcomes
- 2.4 Good listening skills
- 2.5 Able to represent the organisation to the media
- 2.6 Professional approach to work
- 2.7 Self-sufficient in using databases, word processing and using spreadsheets
- 2.8 Able to understand service users' needs
- 2.9 Able to act as Duty Manager when required (currently a day each week)
- 2.10 Able to reflect and promote equality and inclusion in practical ways through Health in Mind's communications activities

### **3. Experience**

- 3.1 Experience of contributing to / developing marketing and communications strategies / plans

- 3.2 Experience of implementing marketing / communications plans
- 3.3 Experience of building and utilising media relationships
- 3.4 Experience of pro-active working in the communications environment, including print, broadcast and digital
- 3.5 Experience of working as part of a team
- 3.6 Experience of planning, allocating and evaluating work
- 3.7 Experience of recruiting and managing staff or volunteers
- 3.8 Experience of partnership working

#### **4. Behaviours / Personal Qualities**

- 4.1 Self aware and aware of impact on others
- 4.2 Able to work in a reflective and consultative way to improve own practice/approach
- 4.3 Resilient and able to cope with the demand of this role
- 4.4 Flexible and able to adapt to the culture of the organisation
- 4.5 Fit with our values – respect; realising potential; compassion; integrity; inclusion
- 4.6 Action / solution focused approach to work