



Job Title:	Marketing and Communications Officer
Reporting to:	Head of Marketing & Communications
Direct Reports:	None
Salary:	£28,587
Location:	175 Office. Hybrid with 2-3 days a week in the office.
Hours & Basis:	Full time, 35hrs a week.

About this role:

This role will work across the Marketing and Communications team providing support on campaigns including writing, editing, coordinating and publishing content across various channels, including the website, social media, and print. You'll be the first point of contact for clinicians based in primary and secondary schools across the country gathering stories that can be used to promote and illustrate our lifechanging work. You'll also engage with journalists fielding queries, selling in stories and establishing strong mutually beneficial relationships with the press. You'll play a pivotal role in Childrens Mental health week contributing ideas and providing support across all aspects of the campaign.

Key Responsibilities:

Press

- Drafting and distributing media releases and statements, briefing materials and features.
- Actively selling in stories, identifying creative ways we can package our stories for the media.
- Working with and supporting the Marketing and Comms team on Place2Be's Children's Mental Health Week
- Fielding enquiries from journalists, delivering fast, accurate responses and positioning Place2Be as the first point of contact for journalists seeking expert opinion on children's mental health.
- Being aware of the national news agenda including daily monitoring, identifying opportunities or bringing issues to the attention of the Marketing Managers and Head of Marketing and Communications.
- Cultivating and nurturing media contacts, building our credibility and forging strong relationships with journalists, researchers and broadcasters across the UK media.
- Maintaining a library system for press cuttings, monitoring cuttings and reporting.
- Develop and manage the charity's media toolkit, including the drafting and production of press releases, fact sheets, journalist briefings, anonymised case studies, as well as commissioning photography and developing other tools as required.
- Identifying and supporting case studies (parents, teachers, school leaders) and spokespeople who can champion Place2Be's work.

Marketing and Communications

- Producing, editing and distributing updates and materials for external and internal audiences, dealing sensitively with those whose personal experiences might be featured.
- Help the Designer and Videographer maintain a library system for images and video, ensuring colleagues have access to up-to-date visual content.
- Organising the design and production of new publications and materials, including print buying.



- Proof-reading and editing copy, ensuring high standards for all content, in line with our editorial and brand guidelines.
- Supporting the Marketing Managers on writing content for campaigns and materials.
- Help support the Digital and Design team with the day-to-day monitoring of social media channels and responding where appropriate.

Monitoring and reporting

- Help manage and maintain effective monitoring and evaluation procedures for Place2Be campaigns and coverage gained, ensuring the results are collated, analysed and disseminated internally and externally as required.
- Ensure staff and other key stakeholders are kept abreast of our media successes, using internal and external communications channels as appropriate.

Publications

- Working with the Head of Marketing and Communications to:
- Help produce corporate publications (print and digital) including our Annual and Impact Report
- Produce a range of print and online publications for external and internal audiences, ensuring they are well targeted, professionally written and produced and reflect the essence and brand guidelines of Place2Be. This includes writing, editing and managing production, liaising with external agencies where appropriate and ensuring that all materials are attractive and compelling, engage their audience and adhere to agreed budgets.
- Work with the team to identify and build out case studies and other online content.

Other

- Providing practical, administrative and media support to the rest of the team as required.
- Occasionally attend internal and industry events around the UK
- Ensure stories, marketing material and general communications adhere to our Equity, Diversity and Inclusion aims and are always inclusive and accessible.
- Act as an advisor and communications support to colleagues across the charity on PR, press and other media-related issues and ensure all activity is co-ordinated and delivered in line with our strategic goals and operating plan at all times.
- Be aware of the changing media environment to pick up on potential opportunities, current trends, circumstances or topical issues that will enhance the team's output
- Maintain a high degree of risk awareness in respect of the organisation's reputation and work with the Head of Marketing and Communications to develop a Crisis Management strategy

The job description is a general outline of the job duties and responsibilities and may be amended as Place2Be develops and expands. The post holder may be required to undertake other duties as may reasonably be required from time to time.

What you'll need

- Marketing or communication qualification or relevant work experience.
- Excellent oral and written communication skills; adept at distilling key messages.
- Experience of working in Press and PR – including pitching stories and managing a press office.
- Experience of organic social media development for an organisation.
- Strong interpersonal skills with the ability to confidently support and influence people at all levels.
- Good analytical skills and experience of evaluating campaign success.
- Working knowledge of GDPR and data protection law and its application relating specifically to consent for images and stories.
- Experience of working with PR software e.g. Cision, Meltwater or equivalent.



- Highly organised and diligent, able to prioritise a busy workload and juggle multiple deadlines.
- Attention to detail.
- A dedicated commitment to diversity and inclusion and equality of opportunity.
- Working knowledge of social media platforms as communication tools.
- A strong commitment to our values and ability to demonstrate these in your work: Perseverance, Integrity, Creativity and Compassion. <https://www.place2be.org.uk/about-us/our-work/our-mission-vision-and-values/>
- This role requires an enhanced DBS check.

