

Job Description & Person Specification

Position: Communications Coordinator

Salary: circa £25,000

Location: Hybrid - remote working and Birmingham

Contract Hours: Full Time

Is this you? Can do attitude, energetic and driven. Are you passionate about making a positive impact, working for a purpose driven organisation and being part of a movement?

Yes? Great! Read on to understand more about us, the role and how to apply.

Innovating Minds is a multi-award winning Social Enterprise and one of the UK's fastest growing organisations. Founded in 2016, the business has grown from strength to strength. We work across the UK and are recognised as a leading influencer and innovator in mental health and wellbeing.

2022 is set to be a year of growth and therefore we are looking to strengthen our team and appoint a Communications Coordinator.

"Our team of Clinical Psychologists deliver training and clinical support to educational and early intervention community settings to open up access to early help. Creating mentally healthy environments that have sustainable impact."

This would suit someone currently working in a marketing or communications role, as an account executive or account manager, that is looking to put their skills to use in an organisation with real purpose.

This is an exciting role and an opportunity to be part of making a difference. We offer flexible working, access to ongoing support and training and we invest in your career aspirations.

What will you be doing?

- Working with the Relationship Manager to develop and implement the marketing and communications strategy to further company objectives.
- Writing and designing newsletters, guides, website copy, brochures and press releases conforming with Innovating Minds brand guidelines and with the support of the wider clinical team.
- Supporting with the management of paid social media marketing campaigns.
- Engaging with the community on social media and other appropriate platforms.
- Monitor analytics and create reports detailing the successes and failures of communications campaigns and strategies.
- Measuring and reporting on the performance of the marketing strategy against KPIs.
- Using Hubspot to create automated marketing workflows
- Stay up to date on industry trends and make recommendations for adjustments to communications strategies and practices
- Perform outreach to press outlets, magazines, influencers and build strategic partnerships to grow brand notoriety
- Identify and apply for awards

To apply, please submit CV and covering letter to
tracey@innovatingmindscic.com

For more information about Innovating Minds CIC, please visit:
www.innovatingmindscic.com

Pre-application enquiries are very welcome. Please contact Lisa Allen,
Relationship Manager lisa@innovatingmindscic.com



Person Specification

Category	Criteria	Essential	Desirable	Assessment
Personability	Highly adaptable and flexible.	√		CV/ interview/reference.
	Resilient and willing to go the extra mile to ensure a high standard of support for all.	√		
	Able to use their initiative to further the role.	√		
	Enthusiastic, passionate, motivated, creative, collaborative and committed.	√		
	The ability to remain calm under on-going pressure and be approachable, empathetic and engaging.	√		
	Eye for Design	√		
Training & Qualifications	A Levels and/or undergraduate degree	√		CV



	Psychology based qualifications and/or experience		√	
	Knowledge of the education sector.		√	
Experience	Experience of engaging and selling to public sector organisations and the education sector		√	CV and interview.
	Hubspot Experience		√	
	Marketing Automation experience		√	
	Managing paid media campaigns directly or via an agency partner		√	
	Building marketing reports		√	
	Experience with email marketing tools	√		
	Building high performing marketing campaigns	√		



	The ability to analyse the performance of a marketing campaign (knowledge of the key metrics)	√		
	Experience of customer service	√		
	Have strong administration skills	√		
	Have the ability to work accurately with high attention to detail	√		
	Have the ability to work under pressure and meet the demands of the enterprise	√		
	Be proficient in data entry	√		
	Be able to prioritise and organise your workload	√		
	Have an excellent telephone manner and interpersonal skills.	√		





	Be able to work effectively with team members and on their own and be self motivated and passionate about the care sector.	√		
	Developed PC skills with the ability to use Microsoft Word, PowerPoint and Excel	√		
	Well developed communication skills, included orally and in writing sensitive information.	√		

