

Dorset Mind Job Description

Job Title:	Public Relations and Campaigns Officer
Responsible to:	Income Generation and Marketing Manager
Pay Scale:	B1 - £9.98 per hour
Team:	Marketing

Main Purpose

The post holder will manage the public perception of Dorset Mind. Under the direction of the Income Generation Manager, and according to the Brand Guidelines set out by Mind, they will develop and implement the Communications and Digital Strategy. This Strategy presents Dorset Mind to members of the public, and other interested parties. The post holder will promote the dissemination of information through an agreed public relationships protocol.

Key Responsibilities

- With direction from the CEO and Income Generation Manager, develops and puts in place communication campaigns and strategies
- Plans public relations programs according to an agreed protocol and build amenable working relationships with press agencies and professionals
- Helps Dorset Mind develop and manage their brand identity
- Monitors the public's opinions on mental health along with policy and current affairs
- Helps to communicate Dorset Mind campaigns and strategies internally to staff, volunteers and Trustees.
- Responds to media and public enquiries according to relevant protocols
- Arranges interviews with media outlets as part of agreed campaigns and strategies
- Prepares and distributes press releases where agreed by the CEO and Income Generation Manager
- Writes, edits, and produces blogs, newsletters, brochures, and other publications for Dorset Mind where directed by the Income Generation Manager
- Assists the CEO of Dorset Mind with the preparation of annual reports, business profiles, and other corporate documents
- Helps to develop risk assessments and crisis management plans, and implements them to protect Dorset Mind's reputation and brand
- Works with the Dorset Mind ambassadors to support them in sharing their story via the media, talks and campaign activities
- Monitors mental health campaigns from other charities and organisations, assessing which

Dorset Mind will support and how, depending on benefit to our own work and considering capacity

To undertake such other duties as may be required from time to time commensurate with the level and nature of the post.

To comply with all decisions, policies and standing orders of the Board of Trustees and any legalisation, the Health and Safety at Work Act and Data Protection Act.

Dorset Mind welcomes applications from a diverse range of backgrounds.

PERSON SPECIFICATION

QUALIFICATIONS	
Qualification in Public Relations or similar related qualification	Desirable
KNOWLEDGE	
Familiar with the aims, objectives and values of Dorset Mind	Essential
Knowledge of 3 rd sector support networks for adults and young people	Desirable
Knowledge of mental health conditions and how they can impact on adults and young people	Essential
Knowledge of Public Relations	Essential
Knowledge and understanding of Brand development	Essential
SKILLS	
Self-motivated and able to work on own initiative	Essential
Very strong interpersonal skills with ability to communicate, negotiate, and collaborate	Essential
Ability to manage multiple priorities and work-streams	Essential
IT skills, including email and MS Office programmes e.g. Outlook, Excel, Word and PowerPoint	Essential
Ability to monitor, analyse and present data, outcomes and progress	Essential
Good research skills	Essential
Excellent ability to deliver complex information in a range of formats	Essential
Excellent understanding of social media channels	Essential
Web development, Wordpress and blog experience	Desirable
Project/campaign management	Desirable
EXPERIENCE	
Experience of working in a similar role	Desirable
Experience of Public Relations, Campaigns and Media	Essential
Previous work within mental health field	Desirable
Previous work in the voluntary sector	Desirable
Previous work with ambassadors, spokespeople and service users with personal experience	Desirable
ATTRIBUTES	

Conscientious and diligent	Essential
Team player	Essential

Integrity	Essential
Understanding of diversity, inclusion and unconscious bias	Essential
Highly motivated	Essential
Passionate about reducing mental health stigma	Essential
DORSET MIND VALUES	
Considerate, approachable, dedicated, knowledgeable, relevant, committed, innovative, pioneering, defiant, tenacious.	Essential