


Job Title:	Marketing and Digital Communications Officer	
Service:	Central & West Lancs MHST	
Reports To:	Service Manager	

Purpose of the Role:

The Marketing and Digital Communications Officer will lead on all marketing and communication activity on behalf of the Compass' Central & West Lancs MHST service promoting core services and public health messages to children, young people, families and local partners and stakeholders.

The post holder will have digital marketing expertise to raise the profile and reputation of the Compass' Central & West Lancs MHST. They will develop and utilise a range of communication methods including the Compass website, Twitter, Facebook and Instagram to ensure that there is effective communication and engagement with the service, children, young people, families, schools, commissioners and other partners.

Key Duties and Responsibilities:

1. Service Delivery

- To lead on all marketing activity for the service.
- To raise awareness of the key elements of the service specification, promoting core messages.
- To ensure that social media accounts are updated daily and remain relevant.
- Development of an annual communications plan, reviewed as part of the service annual cycle of activity.
- Ensuring all health promotion campaigns are effectively supported in the media and on digital platforms in and outside Compass.
- Ensuring all communications are engaging, accurate, up to date and effective in communicating key messages to a range of audiences.
- Production of high quality reports analysing all marketing activity.

2. Developing Effective relationships

- To be an active member of the team and reflect Compass' values.
- To actively develop and sustain effective working relationships with partner agencies in accordance with Joint Working Agreements/Service Level Agreements.
- To work with communication and marketing colleagues in other local and national organisations, i.e. local authority, schools, NHS trusts, local GP practices to ensure effective communication between partner agencies.
- Build strong links with key departments within Compass

3. Managing Self

The communication lead will be expected to work autonomously to meet the requirements of the post and as part of the wider service to support an effective communication strategy.

- Take responsibility for own learning and professional development in line with Compass' Learning and Development framework

- Take responsibility for own and others' health and safety in the working environment
- Promote equal opportunity and diversity within Compass
- Ensure that confidentiality is upheld at all times in line with Compass policy
- Ensure safeguarding responsibilities are delivered in line with role and competency level.
- Work in accordance with Caldicott principles and Data Protection principles and adhere to all relevant Compass policies, procedures and guidelines
- Maintain accurate records in line with the Compass policies and procedures
- Skilful at managing conflict that may arise whilst working on behalf of Compass

In addition to these functions the post holder is expected to:

Carry out other duties as may be reasonably expected in accordance with the responsibilities/competency level of the post.

Key Working Relationships:

The post holder is required to build effective operational and strategic sustainable partnerships with key stakeholders outside Compass. Whilst not an exhaustive list, key relationships include:

- Designated mental health leads and/or pastoral leads within education
- Central & West Lancs MHST CCG communications team
- Health Visiting and School Nurse services
- Primary care services
- CAMHS, sexual health and substance misuse services
- Public Health service
- Other voluntary organisations
- Youth Council and other children, young people and parent forums.

Financial Responsibilities:

N/A

People Responsibilities:

N/A

PERSON SPECIFICATION

Qualifications, Experience and Knowledge

ESSENTIAL

Qualifications

- A marketing/communications degree or previous equivalent experience

Experience/Skills

- Previous relevant experience of successfully working in a marketing or communications role
- IT literacy including Microsoft packages and digital marketing methods
- Excellent writing and editorial skills
- Proven experience in supporting the delivery development and evaluation of high quality and targeted marketing campaigns
- Experience of organising successful events and campaign launches

Knowledge

- Digital marketing/communication methods, technologies and platforms

Other

- Able to work all year round and flexibly as part of a team to best meet business need
- Full UK driving license and access to a vehicle.
- Able to undertake the demands of the post with reasonable adjustments where required.

Key Competencies/Personal Attributes:

The post holder must demonstrate strengths in the following competency areas:

- **Team Player** – able to work as part of a team, co-operate to work together and in conjunction with others and willing to help and assist whenever possible and appropriate.
- **Interpersonal Skills** – able to develop, establish and maintain positive relationships with others both internal and external to the organisation.
- **Autonomy** – able to work independently, prioritising work and acting on own initiative where appropriate; pre-empting problems and working to solve them.
- **Communication Skills** – excellent communication skills (both written and verbal) and ability to adjust communication style and content to the audience.
- **Confidence & Resilience** – able to deliver messages in a confident manner with excellent presentation skills.
- **Flexible & Adaptable** – positive attitude to dealing with change; flexible and adaptable, and open to exploring new ideas.
- **Motivated** – highly motivated and reliable and organised to plan and meet deadlines and manage time effectively.
- **Concern for Detail & Accuracy** – Able to give due care and attention to ensuring all aspects of work are accurate, with a thorough and methodical approach.
- **Analysis Ability** – excellent analytical skills, able to analyse information and interpret data.

Compass Values:

The post holder must demonstrate exemplary behaviour in all Compass values, personifying the values and inspiring all staff to do the same:

- Integrity: An unstinting commitment to honesty and openness in all our activities.
- Valuing Each Individual: Respecting the needs of each person and helping them gain greater control of their life.
- Being Solution Focused: Responding quickly and flexibly to current and emerging needs.
- Consistent & Reliable Approach: Always delivering on our commitments.

Safeguarding:

The post holder must demonstrate and share our commitment to Safeguarding:

- Work proactively to safeguard and promote the welfare of children, young people and vulnerable adults.

Compass is committed to promoting the welfare of all those we serve, as well as complying with best practice in the application of safeguarding and we expect all staff and volunteers to share our commitment.

As part of our safer recruitment process, a basic DBS check will be undertaken and will be rechecked as and when determined by Compass. For further information about what is required in this process please go to www.gov.uk/disclosure-barring-service-check.

Compass is also committed to equal opportunities and expects all those employed or who volunteer to share our commitment.