

Mental Health and Money Advice Content Writer

Post: Senior Practitioner Level 4

I am responsible for updating and revising as appropriate, the Scottish section of the Mental Health and Money Advice website. This is particularly important as some benefits are being devolved to the Scottish Social Security Agency from the UK government, and the Scottish Government is introducing some new, Scotland specific, benefits.

I am instrumental in ensuring the benefit information on the Scottish Section of our website is accurate, up-to-date and accessible for people with mental illness as well as their families, carers, supporters and professionals. I must ensure that changes covering the regulatory frameworks governing financial services and money advice in Scotland is kept updated on our website.

I produce high quality, accurate, engaging and up-to-date content for our website and our printed resources.

I research changes in legislation, policy, guidance and practice in relation to mental health and money advice across the UK, producing content tailored to our audience.

I engage with and actively gather feedback from people with lived experience of mental health and money problems, their carers, friends and relatives and professionals to inform website content which captures their stories and retells them in the most effective way possible.

What I do and achieve

- I work closely with MHMA Service Manager to achieve strategic and operational outcomes
- I liaise with the Information Manager and MHMA Service Manager to ensure that web content copy is suitable for our audience and is consistent in brand messaging and tone
- I research changes to benefit legislation, updating the content of the website to reflect those changes
- I produce high-quality, well-structured written information related to welfare benefits for the website and print
- I network with a range of specialist agencies and experts to ensure information on our website is accurate, up-to-date and accessible as well as keeping my own knowledge of mental health and benefits up to date
- I develop a sound understanding of the perspectives of people affected by mental illness including families, carers and supporters of people with mental illness to ensure the content I produce meets the needs of our service-users
- I build working relationships with people with lived experience of mental illness, or who care for someone with mental illness and reflect this information within our website content
- I manage our website pages including writing text and uploading new content
- I produce or commission, engaging content such as blogs, real-life stories and videos
- I gather and help collate statistics in building an evidence base for policy development and influence

- I understand equality and diversity issues relating to mental health and ensure information produced is sensitive to these
- I ensure continuity of MHMA service within the context of SiMS values and strategic outcomes
- I contribute to Research and Development in support of SiMS national objectives and to promote service improvements

Who I am

- I work well in a team setting but can also work autonomously
- I have knowledge of mental health matters, debt, and/or welfare benefits in Scotland
- I have experience in writing and/or editing information resources
- I have good research skills with an ability to understand and interpret legislation
- I have excellent written communication skills in English, with the ability to take complex information and present it in an accessible way
- I have good time management skills with the ability to balance workloads and meet deadlines
- My value base is consistent with the aims and objectives of Support in Mind Scotland
- I am proficient in Microsoft Office packages, including outlook, Excel and Word
- My IT skills are of high standard, with good understanding of SEO and how to write content online
- I recognise the importance of professional support & supervision
- I am keen to develop my knowledge and skills and attend training as required
- I deal calmly with stressful and difficult situations

I may also have

- Experience of working for a charitable organisation or of working with people affected by mental illness, other disabilities or social exclusion
- Experience of producing information related to mental health, debt and/or welfare benefit matters

General duties

- Act in accordance with Data Protection legislation. Ensure all records, personal, staff and client data are managed in line with Data Management and Information Governance policies
- Comply with legal and regulatory requirements such as provisions set out in the Health and Safety at Work Act 1974
- As with all employees, workers and volunteers; to encourage people to join Support in Mind Scotland as a member, donor or activist
- To act in accordance with the charity's Health & Safety and Safeguarding policies and to notify your line manager promptly if there are any concerns
- To participate in regular supervision and appraisal and undertake any relevant training as appropriate to the role
- To work in accordance with the charity's national policies and local operating procedures and those of external regulators or professional bodies

This job profile and list of duties is not exhaustive and serves only to highlight the main requirements. The line manager may stipulate other reasonable requirements and projects commensurate with the general profile and grade of the post.