



## ROLE DESCRIPTION – MARKETING AND COMMUNICATIONS OFFICER

- Job Type: Part-time, 4 days (28 hours, flexible working is possible)
- Location: Hybrid system is currently in place. You will need to be able to travel to our office in Musselburgh as needed
- Salary: £23,000 - £28,000 (FTE pro rata) depending on experience
- Responsible to: Supporter Engagement Manager

**Charitable Purpose:** Teapot Trust is at the forefront of transformative mental health support for children and young people living with chronic conditions and their families. We provide a UK wide programme of art therapy and creative interventions, in hospitals, in community venues and online. Through art, we help children express emotions which they may not be able to articulate verbally, build their resilience and develop healthy coping mechanisms.

**Staff Team:** The charity employs a small core team (6 staff/4.6 FTE) who operate with inter-dependency, sharing an unwavering belief in our cause and in the power of art to bring transformational healing. Art therapy is delivered by 16 (5 FTE) professionally qualified, self-employed, sessional art therapists based around the UK.

### Role:

With exciting plans ahead, including a content-rich project on a national platform (media announcement imminent), we are looking for an experienced marketing and communications professional to help promote the charity's mission and work. The Marketing and Communications Officer will play an important role within the team, helping us share the impact of our work, while advocating for parity in the treatment of mental and physical health, so that art therapy becomes more widely accessible to all who need it.

Familiar with marketing strategy and tools to increase engagement, the post holder will be responsible for our communication channels and content, shaping our social media, mailings, and website. You will work to deliver a message with authenticity and resonance, engaging identified stakeholders in appropriate dialogue rather than "pushing out" the same messages across all platforms. As a mental health charity, it's crucial that we claim that expertise and engage with influencers and stakeholders beyond our core beneficiaries.

Experience gained in the charity sector and an understanding of and empathy with our work is important. We are looking for a creative person, capable of developing new and exciting content while managing and prioritizing a diverse workload. Excellent administrative skills and effective teamworking are essential. If you are a motivated and organized individual interested in playing a key role in a growing charity with widespread impact, we'd love to hear from you.

## **Key requirements:**

- Demonstrable experience within the charity sector.
- Accurate understanding of the strategic goals of the charity and how this is reflected in our communications.
- Excellent listening and relational skills.
- Excellent IT and writing/editing skills.
- Highly organized and experienced at managing your own schedule.
- Significant marketing and brand building experience.
- Proven experience of building a targeted and engaged following on social media that translates into increased support.
- Experience utilizing digital analytics to inform communications.
- Demonstrable experience with CRM and managing mailing lists.
- Working knowledge of GDPR, 'legitimate interest', and appropriate protocols to ensure robust data compliance.

## **Desirable:**

- Experience creating video content and animation.
- Experience coordinating with outside agencies such as Design and PR.
- Previous experience working with young people or in the mental health field.

## **Main Responsibilities:**

- Plan, create and coordinate engaging content for social media platforms and website in line with strategic goals:
  - Create content that has resonance – engaging, educating and entertaining
  - Enable understanding and reach new audiences
  - Identify opportunities and build strong relationships to create ambassadors and donors
  - Use voice/tone to reflect Teapot Trust's values and personality, demonstrating expertise, authority, warmth and generosity
- Monitor analytics effectively to shape content, widen reach, and provide insight into engagement rates.
- Coordinate with the staff team to develop new and engaging material.
- Liaise with Teapot Trust's retained designer regarding digital content graphics.
- Manage photography and image stocks obtaining/recording appropriate permissions.
- Be a key user of the CRM database, growing the number of records as engagement with stakeholders increases, taking responsibility for mailings and producing reports to monitor activity levels.
- Support the fundraising and service team with marketing, for example fundraising campaigns or workshop opportunities.
- Work with volunteers as appropriate.
- Take responsibility for relevant budgets and contribute to annual budget planning.
- Ensure the charity is up to date on its Cyber Essentials accreditation and data management techniques.

**Terms:** Teapot Trust's office is located at Eskmills in Musselburgh. Flexibility with working hours and hybrid working can be accommodated. A salary of £23,000 - £28,000 (pro rata) is offered, depending on experience. Salary is paid monthly by BACS, on/by the 26th of each month. A pension scheme is provided to which the post-holder will be auto-enrolled after a qualifying period of three months. All staff have an annual review in January to monitor

progress and agree new objectives for the year ahead. This post has a three-month probationary period.

**Application Notes:** Please send your CV and cover letter to Caitlin Meagher, Supporter Engagement Manager ([caitlin@teapot-trust.org](mailto:caitlin@teapot-trust.org)), by 5 pm on the 25<sup>th</sup> November. Interviews are expected to be held in person on the 30<sup>th</sup> November.

Please note, this is a revised job description. Previous applicants need not apply.