

**Parent and Infant Mental Health Scotland**

**Job Description**

**Job Title:**

Communications Officer

**Job Purpose:**

The post holder will have specific responsibility for the development and implementation of an effective communications strategy for Parent and Infant Mental Health Scotland. You will collaborate with the Development Manager and the Board of Trustees to raise the profile of issues related to perinatal and infant mental health. This will be in partnership with a multitude of high profile stakeholders across Scotland; including statutory services, third sector organisations, professional organisations, parents and families affected by mental ill health during the perinatal period.

We are seeking a talented and passionate individual with experience in communications and campaigning. This is the perfect role for an organised and enthusiastic individual with an interest in current affairs, a commitment to supporting parents and babies in the early years, and a belief in the value of campaigning to drive change.

**Accountable to:**

The post holder will be accountable to the Chair of Parent and Infant Mental Health Scotland on behalf of the Board of Trustees.

**Terms and Conditions:**

* Annual salary is £23,000 pro rata for 1 year, with the potential for extension
* You will be employed 14 hours per week
* PIMHS runs an employee pension scheme through NEST and makes a 4% of salary employer contribution. Employees need to make a minimum 4% contribution.
* 25 days holiday and 12 public holidays on a pro rata basis
* The post holder will be home based, but there will be some travel to meetings in Scotland and other parts of the UK.
* The post holder will be subject to a Disclosure Scotland check.

**Main responsibilities:**

* Collaborate with the Development Manager and Board of Trustees to develop and implement an effective communications strategy for PIMHS.
* Support the implementation of the PIMHS strategy, by using PIMHS’s collective voice to engage, inform and influence national decision makers.
* Use a wide range of media to raise awareness and drive action to increase interest and investment in perinatal and infant mental health.
* Write, edit, and distribute content, including publications, press releases, social media, website content and other material that communicates PIMHS's activities.
* To be responsible for the development of social media platforms and the development of the website
* Provide ongoing information on PIMHS’s activities for our membership.
* Respond to media inquiries, arrange interviews, and support spokespeople across the membership.
* Establish and maintain effective relationships with journalists and maintain a media database.
* Seek opportunities to generate interest and investment in perinatal and infant mental health.
* Maintain records of media coverage and collate analytics and metrics.

**Skills and experience:**

* Experience in journalism, a related field, or relevant experience in a communications role.
* Experience of social media and website content creation and maintenance.
* Excellent verbal, written, and interpersonal skills.
* Good time management and organizational skills.
* Proficient in Microsoft Office, content management systems, and social media platforms.
* Strong project management skills and ability to provide qualitative evidence that you are meeting the stated objectives of the post.
* Strong interpersonal skills. You should have the experience and ability to engage with a range of stakeholders including members, practitioners, volunteers, and families with experience of mental ill health which may have been exacerbated during pregnancy and the early years.
* Excellent presentation, influencing and negotiation skills and ability to liaise with a wide range of stakeholders.
* Experience of managing conflicting demands, meeting deadlines and adjusting priorities.
* A general understanding of perinatal and infant mental health issues, and the social and emotional wellbeing of babies and parents more broadly (preferable but not essential)

October 2022