

Marketing & Communications Manager

Role Description

Type of contract	Permanent
Team	SMT
Reports to	CEO
Location	Hybrid (Two days Office Based)
Salary	£32,708 (full time 37 hours)
Hours	37 hours per week
Working Pattern	Mon-Thurs 09:00-17:00, Fri 09:00-14:00
Checks needed	2 satisfactory references
Notice period	2 months

About the role

Nottinghamshire Mind is a leading local mental health charity committed to supporting people with their mental health and wellbeing across the county. We work alongside individuals, families, and communities to provide inclusive, person-centred mental health support and to challenge stigma and discrimination.

We believe that powerful communication can change lives – through storytelling, awareness-raising, and advocacy, we aim to ensure that mental health is understood, respected, and supported at all levels of society.

Role Overview:

As **Marketing & Communications Manager**, you will lead and deliver Nottinghamshire Mind's communications strategy internally and externally across digital, print, and media platforms. You'll be responsible for shaping the way we tell our story – ensuring consistent, accessible, and impactful messaging that amplifies the voices of those we serve.

You'll oversee branding, campaigns, media relations, and internal communications, working closely with service teams, fundraisers, and leadership to engage stakeholders and raise the profile of the charity. This is a creative and strategic role with real opportunity to influence public understanding of mental health and demonstrate the impact of our work.

Key Responsibilities

Strategic Communications

- Lead the development and implementation of an integrated communications strategy aligned with the organisation's vision and values.
- Champion clear, inclusive and consistent messaging across all channels.
- Monitor and evaluate communications impact, adapting strategies as needed.

Brand Management

- Ensure brand consistency across all internal and external materials.
- Develop branded content templates, toolkits, and guidelines for staff and volunteers.
- Lead on the design and production of printed materials, reports, and campaign assets.

Digital and Social Media

- Oversee the charity's digital presence, including website and social media platforms.
- Create and schedule engaging content that drives awareness, engagement and support.
- Use analytics to track performance and optimise digital campaigns.

Media and PR

- Act as the main point of contact for media enquiries and relationships.
- Draft press releases, media statements, and responses to emerging issues.
- Proactively seek media opportunities to raise awareness of services and mental health issues.

Campaigns and Storytelling

- Develop and deliver public campaigns aligned with national events (e.g., Mental Health Awareness Week).
- Work with people with lived experience to co-produce content and amplify their voices ethically and sensitively.
- Support fundraising and service teams in developing campaign materials and storytelling content.

Internal Communications

- Lead in developing and delivering the internal communications strategy, ensuring staff, trustees and stakeholders are kept informed and engaged, particularly during periods of change.
- Improve internal communication processes to keep staff, volunteers and stakeholders informed and engaged.
- Create internal newsletters, updates, and staff briefings

General

- To work in line with Nottinghamshire Mind policies, procedures, codes and guidance, including in relation to health & safety, confidentiality, safeguarding, data protection and equal opportunities.
- To actively promote the aims and principles of Nottinghamshire Mind and take part in any Nottinghamshire Mind activities as directed.
- To undertake other duties that may be necessary as directed by the Manager, that are compatible with nature and of the post.

Person specification

Essential

- Proven experience in a communications, PR or marketing role.
- Strong written and verbal communication skills, with an ability to adapt messaging for different audiences.
- Experience managing digital channels including websites, social media, and email marketing.
- Excellent storytelling and copywriting skills, with strong attention to detail.
- Experience working with brand guidelines and creating visual/digital assets.
- Ability to manage competing deadlines and work independently and strategically.
- A passion for mental health and commitment to equity, diversity, and inclusion.

Desirable

- Experience in the voluntary, health or social care sector.
- Knowledge of design software (e.g., Canva, Adobe Creative Suite) or video editing tools.
- Experience with content management systems (e.g., WordPress) and analytics tools (e.g., Google Analytics, Meta Insights).
- Familiarity with lived experience-led communications and trauma-informed storytelling.

Abilities

- Excellent communication and interpersonal skills, with the ability to build relationships and work collaboratively with internal and external partners.
- Strong leadership skills, with experience in managing teams and providing supervision.
- Strong problem-solving and decision-making abilities, with the capacity to work under pressure in challenging situations.

Benefits

Working for Nottinghamshire Mind means being part of a team that genuinely cares - about the people we support and each other. We offer:

- Comprehensive training and ongoing development.
- Regular supervision and wellbeing support.
- Generous annual leave.
- Healthcare Cash Plan, giving you money off of everyday healthcare costs, such as dental, eye care, complementary therapies, counselling services and a 24hr advice line (following successful probation).
- A supportive, inclusive workplace culture.
- The chance to make a meaningful difference to the lives of individuals experiencing a mental health crisis.