

City Mental Health Alliance (CMHA)

Communications Manager

About CMHA

The CMHA is a network organisation with a membership base of City of London employers who are committed to best practice around mental health and wellbeing in the workplace. Formed in 2013, the CMHA is led by CEO, Poppy Jaman and a number of senior leaders from the City and third sector mental health organisations. The aim of the CMHA is to help people at all levels in the City of London talk about mental health without fear of stigma. The CMHA wishes for mental health to be recognised as a boardroom issue and considered essential to maximise business performance, critical to managing business risk and vital to safeguarding organisations' people responsibilities. Currently there are 22 members of the CMHA and they are supported by the team's Membership Engagement Manager and also executive PA. This team will be strengthened further by the addition of a Communications Manager.

Job Purpose

- Manage the CMHA appointed PR agency to ensure communication of the key messaging is included in all relevant channels, including media, social media and website.
- Co-ordinate and create content and images for CMHA newsletters and blogs
- Co-ordinate and populate the CMHA social channels and website with up to date content
- Assist in the planning of and provide support to deliver CMHA organised events.

- Build network contacts and work in a collaborative way with member organisations and key stakeholders.
- Support CMHA CEO and Management Committee members with membership communication activities.

Job Location

This three day a week role can be both flexible in terms of working arrangements and location and if desired, the successful candidate could work from home day to day. However the role would require weekly travel to London for meetings and network events. There is also desk space available in Central London and could be negotiated as part of the working arrangements.

Key Tasks

1. Lead on operational development and implementation of communications and marketing strategy with assistance from member volunteers.
2. Managing CMHA appointed PR agency to ensure the objectives are being driven forward and KPIs achieved
3. Ensure that the CMHA brand and messaging is communicated across all channels, including media, social media, membership newsletter, blogs and website.
4. Co-ordinate and deliver planned content on CMHA social media channels and website.
5. Liaise with current website designer regarding issues and/or additions required to website and all CMHA email accounts
6. Interview, write up and publish CMHA member case studies
7. Liaise with management committee regarding appropriate communication.
8. Manage member requests for sharing and obtaining information as and when requested (including media opportunities, case studies, speaker requests)

11. Work with other members of the team to design, plan and deliver CMHA events, compose briefing notes for keynote speakers and take part in group facilitation where appropriate.
12. Attend internal and external meetings, chairing and/or taking notes when required.
13. Attend networking events as required
14. Ensure all messaging and branding are coordinated and consistent.
15. Manage workstreams as required by the CEO and management/executive committee
16. Support the effective and efficient delivery of the day-to-day business

General Responsibilities

1. Ensure that good practice, policy and brand guidelines are adhered to.
2. Contribute to the growth of CMHA.
3. Deliver all work within an equality and diversity framework.
4. Agree and work towards personal performance objectives and targets and participate in regular supervision and annual performance appraisal.
5. Adhere to organisation code of conduct
6. Work towards achieving organisation requirements and company ethos as determined by the Board.
7. Undertake other duties as requested by CMHA from time to time.
8. Contribute to the overall delivery of the work of CMHA
9. Actively Participate in the wider life of CMHA.

Person Specification

	Essential	Desirable
Experience/ Qualifications	<ul style="list-style-type: none"> • Demonstrable experience in a similar role at an equivalent level. • Demonstrable experience of working in a communications role, multiple clients or stakeholders, both remotely and face-face • Experience of delivering presentations • Experience of communicating internally and externally and at a range levels • Experience of managing and delivering projects 	<ul style="list-style-type: none"> • Educated to degree level • Demonstrable experience in a similar role at an equivalent level and in a comparable or related sector. • Experience of working within a corporate environment
Knowledge	<ul style="list-style-type: none"> • All aspects of MS Office 	<ul style="list-style-type: none"> • Knowledge of mental health
Skills/ Abilities/ Competencies (Essential)	<ul style="list-style-type: none"> • Excellent written and verbal communications skills • Excellent attention to detail • Excellent media relations skills • Excellent people skills 	

	Essential	Desirable
	<ul style="list-style-type: none"> • Ability to build effective and engaging relationships • Ability to manage a changing workload • Ability to multitask and deal with conflicting priorities • Quick learner and the ability to learn new skills and systems. • Able to consistently apply standards and frameworks • Able to work independently or as part of a team but at all times proactively • Ability to be aware of sensitivities and manage situations accordingly • Adept at holding difficult conversations • Ability to prioritise and highly organised. 	

REPORTING RESPONSIBILITIES

