



Job title	Communications Manager (maternity leave cover)	Location	Opportunity for home working, but required to travel to London for meetings
Contract type	Fixed term consultant contract	Contract length	6 months
Start date	Mid-November 2018	Days	3 / 4 days p/w

Role: Communications manager (maternity cover contract)

Salary: This role is an independent consultant role and the remuneration/daily rate will be discussed and agreed on this basis

About the CMHA:

The [City Mental Health Alliance](#) is a network of 24 of the City’s leading businesses and organisations, including Goldman Sachs, Bank of England, Linklaters and Legal & General*, who are working together to create an open culture of good mental health and wellbeing for employees. Championed by senior business leaders, the Alliance is business-led, expert-guided and aims to increase mental health understanding within their organisations and share good practice across the membership base.

The CMHA aims to:

- Increase mental health literacy in the workplace
- Provide appropriate language and confidence for businesses to talk articulately and with impact about mental health
- Engage proactively with the media to encourage a better understanding and positive reporting of mental health issues in workplace
- Create a culture of openness - support people, especially senior business leaders with experience of mental health problems, to tell their stories and inspire others to speak out about their experiences
- Encourage and enable practical steps to be taken by employers to improve mental health in the workplace. This includes providing City employers with practical tools and the opportunity to share and hear other companies’ experience

All CMHA activity is proactively managed by a 5-person strong CMHA Executive Management Team. We are a new, enthused and growing team, which is transitioning to a new Board and advisory committee structure in autumn 2018 and is now planning for 2019. It is an exciting time to join.

Role summary:

We are seeking a motivated candidate to become communications manager, a key part of the CMHA Executive Management Team. One of the CMHA’s key aims is to engage proactively with the national and business media to encourage better understanding and positive reporting of mental health issues in the City. We also aim to establish the CMHA as an authoritative voice on mental health issues and share examples of good practice from across the Alliance’s members. The communications manager will help to deliver on these aims.

City Mental Health Alliance Job Description



The communications manager will work closely with the CEO and Head of Strategy and Operations to plan for and successfully deliver the external communications plan for early 2019. This will involve working closely with our agency (Rostrum PR), CMHA members and partners.

Key Responsibilities:

- Manage Rostrum on a day-to-day basis, overseeing proactive and reactive media activity, including reviewing press releases, opinion pieces, briefing documents and reactive comment
- Take a proactive approach to maintaining, building and improving the CMHA's relationship with tier one national, broadcast, business and trade media
- Work with the CMHA executive team and Board to create and deliver a 2019 PR plan, which reflects CMHA's business objectives and vision
- Oversee reporting and evaluation of all communications activity
- Work closely with Alliance members to proactively source case studies, spokespeople and opinions for media facing content
- Work closely with partners (e.g. other not for profit organisations, universities) on joint media opportunities
- Oversee LinkedIn and, potentially, Twitter activity
- Provide ad hoc writing support to the wider CMHA executive team, including preparing event invitations, contributing to CEO speeches and blog posts
- Provide consultancy on internal communications with members
- Attend the main CMHA networking and member events

Required skills and experience

- At least six years' experience working in PR, either agency or in-house
- Experience of working in a professional environment with corporate organisations
- Experience of managing a PR agency to achieve strong results
- Significant hands on experience in managing proactive and reactive press office activity, as well as some social media experience
- Experience of managing media campaigns from planning stage through to evaluation
- Excellent written communications skills, with the ability to write in a succinct style, for a variety of audiences
- A motivated and organised team player, who can work in a dynamic fast-moving environment
- Preferably some experience in working with the mental health and wellbeing, or wider health, agenda

Application Process and Deadline:

- Please send a CV and short covering letter clearly demonstrating why you would be good for this role to: cmha@citymha.org.uk
- The deadline for applications is 5pm on Tuesday 16th October 2018. Shortlisted candidates will be interviewed w/c 22nd October 2018. Start date would be first half of November, date TBC
- A draft sub-contractor agreement will be provided for the successful candidate