



## **Job Advertisement: Communications and Marketing Manager**

*Are you a highly-motivated communications professional who cares about supporting mental and emotional wellbeing? Sanctuary Mental Health Society- Sanctuary UK is a mental health charity who equips churches to support mental health and wellbeing. We aim to help churches strengthen their response and adopt approaches which build inclusion and participation for those most impacted.*

*Our central offer is a free course, which is shaped by experts in the field including mental health professionals, theologians, and those who live with mental health challenges. We are on a growth journey, having expanded our global audience from 8362 people in 2019 to 59260 at our last count, with the UK forming a significant percentage of the audience. Having just announced the Archbishop of Canterbury as our patron, we are ambitious for the year ahead, with plans for multiple new resources.*

*We're looking for a communications professional who is within reach of London, with a strong track record in developing digital content together with the interpersonal skills and PR insight to grow the audience for our free resources and training. Determination, creativity, and initiative will be key, as is an ability to collaborate and flexibly support a growing organisation. This would be an ideal role for an ambitious digital content marketer eager to spread their wings and play a pivotal role in the growth of an up and coming mental health charity. The successful candidate will demonstrate a passion for the cause, a commitment to working hard and a determination to achieve our growth targets for the charity in the year ahead.*

### **Application Process**

Candidates are asked to submit a CV to [hr@sanctuarymentalhealth.org](mailto:hr@sanctuarymentalhealth.org) with a brief cover letter, and address each element of the person specification. Interviews will then be conducted by panel, virtually. Candidates will be asked to showcase elements of their work in the form of a brief presentation—details will be given upon being successfully shortlisted. Closing date for applications is 21st October. Interviews will take place on 27th October.

### **JOB DESCRIPTION**

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**Post:** Communications and Marketing Manager

**Reports to:** UK Director

**Department:**

**Length of Contract:** 1 year, with plans to be made permanent, subject to funding.

<b>Salary:</b>	£32,000
<b>Hours of Work:</b>	37.5 hours
<b>Place of Work:</b>	up to 3 days home working with 2 days in shared office in Central London (location tbc)

## **Purpose**

The key purpose of the role is to help Sanctuary UK reach its potential audience of 50,000 UK churches by building communication channels and networking, establishing relationships across church networks and denominations.

The post holder will establish digital channels, create content in collaboration with our Canadian team and UK Director, develop our mailing list, gather and create story and blog content, and also support training opportunities we offer online and in person. This is a role for a natural collaborator, creating content related to wellbeing and mental health, promotion across church groups, denominations and through Christian media. This aspect of the role will focus on building relationships and communications channels to encourage the uptake of Sanctuary training and materials, liaising with the UK Director to manage the communications budget to achieve cost-effective and imaginative communication tools. In addition, the post holder will share some administrative tasks including updating the supporter database and other occasional tasks required to help Sanctuary UK grow at this crucial stage in its development.

## **Communications & Content Creation**

- Establish and develop Sanctuary's digital social channels, designing content in collaboration with others
- Work closely with the Director on drafting and scheduling social media content that will engage a wide range of audiences including church leaders, members of congregations, and other stakeholders with an interest in the field of mental health
- Collate testimonials and case study materials through interviews, editing them for use across a range of platforms including website, social media, and supporter communications
- Managing blog posts
- Develop a monitoring and evaluation framework for social media to enable Sanctuary to proactively grow our reach and engagement, liaising with Canadian colleagues to ensure effectiveness of channels
- Collaborate with the Canadian team to design campaigns to support the launch of Sanctuary initiatives, with particular focus on the needs of a UK audience
- Support and promote training events, providing occasional logistical support
- Support us in developing new, imaginative digital content to showcase our work such as mini-series video content, and podcasts for the UK audience

- Support the team by using a variety of different communications tools and telling the story of our work through digital broadcast events, and the production of film, audio, photography, mixed media, for use across multiple platforms.

### **Public Relations & Networking**

- Develop a strategy in collaboration with the UK Director for promotion of Sanctuary resources and training.
- Identify key networks across denominations and broader church networks to connect with individuals to promote Sanctuary's offer
- Support the Director in developing a network/user group of those impacted by long-term mental health issues

### **Contributing to the Team**

- Provide flexible support to the UK Director
- Support the Canadian communications team in its strategic planning by maintaining and updating the calendar for key dates around campaigns, internal and external events, national awareness days and relevant information
- Attend and contribute towards regular meetings within the communications team and with other departments
- Work with the communications team to ensure branding/style guide compliance and help ensure that all content is professionally and attractively branded
- Provide proof-reading support across a range of materials developed for external use
- Support the UK Director in the organisation and on-the-day logistics of occasional events
- Maintain and update a database of media contacts

Sanctuary is a developing organisation, and this role is likely to evolve over time. Consequently, this job description may not be comprehensive, and some specific duties may change in accordance with organisational needs.

### **About Sanctuary**

Sanctuary Mental Health Ministries equips the Church to support mental health and wellbeing.

We provide resources that meaningfully engage the topics of faith and mental health. Our content is developed in collaboration with theologians, psychologists, and people with lived experience of mental health challenges. These resources prepare communities of faith around the world to raise awareness, reduce stigma, support mental health, and promote mental wellbeing.

<https://www.sanctuarymentalhealth.org/uk/>

**PERSON SPECIFICATION: Communications and Marketing Manager**

The knowledge, skills and abilities required for this post are set out below. You will be required to set out how you meet some of these requirements in your application, and others will be assessed during the remaining selection process (interview and other assessment methods) and/or during the probation period.

<p><b>Experience</b></p> <p>Solid experience of writing and/or editing copy for a range of audiences using multiple channels.</p> <p>Extensive experience drafting and scheduling social media content to engage a wide range of audiences.</p> <p>Experience developing and maintaining networks or a strong events background, demonstrating effective in person communication skills.</p>	<p><b>Essential</b></p> <p><b>Essential</b></p> <p><b>Essential</b></p>
<p><b>Skills &amp; Abilities</b></p> <p>Solid knowledge of the requirements of the creative process including typical time and resources needed to efficiently produce quality work on time, and to specification.</p> <p>A strong understanding of a diverse Christian audience, ability to demonstrate insight into a variety of messaging needs for different denominations and networks involving demographics, church tradition and theological considerations.</p> <p>Ability to understand and convey content related to mental health and faith relating to psychology, therapeutic models, theology and border content to engage interest in wellbeing.</p> <p>Excellent written and verbal skills; ability to write engaging copy for multiple platforms, including Facebook, Instagram, and Twitter.</p> <p>Ability to demonstrate current knowledge of the dynamic environment of social media, including audience insight, SEO, algorithm knowledge, engaging with developing trends, with networks which reflect this commitment.</p> <p>A flair for writing engaging copy and an ability to copy-edit to bring stories to life.</p> <p>Strong interpersonal skills and the ability to work with a wide range of people.</p> <p>The ability to work independently and as part of a team, and to show proactivity and initiative within the remit of the role.</p>	<p><b>Essential</b></p> <p><b>Essential</b></p> <p><b>Essential</b></p> <p><b>Essential</b></p> <p><b>Desirable</b></p> <p><b>Essential</b></p> <p><b>Essential</b></p> <p><b>Essential</b></p>

<p>IT literate with good experience of MS Office, PDF editing, Outlook, Microsoft Publisher, Powerpoint.</p> <p>Ability to use Adobe Suite/Photoshop.</p> <p>Highly organised and able to meet deadlines.</p> <p>Ability to plan the use of time, prioritise, and work around operational needs with flexibility.</p>	<p><b>Essential</b></p> <p><b>Desirable</b></p> <p><b>Essential</b></p> <p><b>Essential</b></p>
<p><b>Personal Qualities &amp; Attitudes</b></p> <p>You will act as a role model for Sanctuary, conducting yourself professionally at all times, with high standards of personal integrity and accountability.</p> <p>Ability to subscribe to and embody Sanctuary's core value of inclusion and respect.</p> <p>Able to demonstrate a good understanding of the impact of marginalisation for those living with long term mental health challenges and the potential challenges of navigating these within a faith community.</p> <p>Commitment to the vision, mission, values, and ethos of Sanctuary and a respect and sensitivity to the faith tradition of Sanctuary.</p> <p>Commitment to the inclusive culture of Sanctuary and to the active promotion of service user voice and equal opportunities.</p> <p>Enthusiasm, drive and passion to grow Sanctuary's reach and impact.</p> <p>Effective implementer, with an ability to flag problems early and consult with others to solve them.</p> <p>An understanding of ethical concerns around story-sharing and an ability to navigate these effectively.</p> <p>Understanding of the process of co-production with those who engage with Sanctuary's services and a commitment to ensuring voices of those with lived experience shape the content and voice of the organisation.</p> <p>Effective personal and professional boundaries.</p> <p>Committed to continuous personal development and learning, and responsive to constructive feedback.</p>	<p><b>Essential</b></p> <p><b>Essential</b></p> <p><b>Essential</b></p> <p><b>Essential</b></p> <p><b>Essential</b></p> <p><b>Essential</b></p> <p><b>Essential</b></p> <p><b>Essential</b></p> <p><b>Desirable</b></p> <p><b>Essential</b></p> <p><b>Essential</b></p>

## **Other Requirements**

This post is subject to a 3 month probationary period, verification of identity and proven right to work in the UK, satisfactory references from previous employers, and declaration of any unspent criminal convictions.

This post is advertised as full-time (37.5 hours per week). Working hours/patterns subject to negotiation. We are also willing to consider 22.5 hours/ 3 days per week pro rata for a candidate with the appropriate skills and experience.