EVERYONE, EVERYWHERE SHOULD HAVE SOMEONE TO TURN TO IN SUPPORT OF THEIR MENTAL HEALTH

Job Description
Senior Digital Communications Officer

Contract: Fixed Term (1 year, renewable)
Location: Somerset House, London (currently working remotely)
Salary: £35-45,000 (dependant on experience)
Reporting to: Communications Manager (Head of communications function)

Application process
To apply, send a CV and supporting statement of no more than two pages to: Julia@unitedgmh.org

Ideally, this role will be filled as soon as possible, so applications will be reviewed (and interviews organised) on an ongoing basis.

The organisation
Worldwide mental health conditions are increasing and depression alone is on track to be the leading disease burden by 2030. The world is not yet equipped to handle this growing crisis, especially in low and middle income countries where the majority of conditions occur. The Covid-19 global pandemic has only increased the urgency to improve access and investment to mental health care for all.

United for Global Mental Health was established in 2018 as an organisation focused on increasing global advocacy, financing and campaigning to address through increasing political and financial commitment so that everyone, everywhere has someone to turn to when their mental health needs support.

The opportunity
In the last two years, the organisation has achieved extraordinary growth and been central to advancing the global mental health agenda. We are now searching for a Senior Digital Communications Officer to act as the digital driving force of UnitedGMH.

The role includes leading strategy and delivery of global digital campaigns for Speak Your Mind, supporting the digital work of our national campaigns in 19 countries around the world, as well as delivering the digital communications for the wider organisation.

From launching our campaign in the UN headquarters in New York, to establishing the first mental health accelerator in Bill and Melinda Gates Foundation's Goalkeepers programme, we have proven that we are a major player in the global mental health sector. The opportunity is to become part of this team and continue to build the reputation of UnitedGMH and Speak Your Mind at international high-profile moments like these.

The ideal candidate will have a strong track record of devising and delivering high quality digital communications and campaigns and enjoy working in a fast paced, entrepreneurial environment.
Overall role

1. Digital campaigns
   - Plan and deliver a set of digital activities to support the work of the global and national campaigns team
   - Develop the digital engagement and activation strategy for the Speak Your Mind campaign (specifically focused on key campaign vehicles: The Museum of Lost and Found Potential and key global moments, such as World Mental Health Day)

2. Digital communications
   - Content planning and publishing - responsibility for putting in place a forward plan to produce and publish high-quality, engaging digital materials, resources and content that are in line with agreed branding and messaging; and effectively support the organisation’s campaigns strategy and activities
   - Content calendar - work with colleagues to ensure a comprehensive digital communications calendar is in place
   - Website - ensuring there is a proper strategy in place for the organisations’ websites, that they are live and engaging venues for the global mental health community, campaigners and the wider population
   - Social media - ensuring there is a proper strategy in place for all of the organisations social media channels to maximise external engagement - LinkedIn, Facebook, Twitter, Instagram, YouTube, Tiktok
   - Digital supporter journeys - put in place a strategy for acquiring supporters through our digital communications activity and ensuring the appropriate journeys are in place to retain and engage those supporters

3. Digital organisational culture and workflow - ensure digital is embedded across all aspects of the organisation's work, leading the digital activities in cross-team projects.

4. Monitoring, evaluation and reporting
   - Ensure all digital activities are tracked against objectives and KPIs
   - Putting in place systems, tools and software for measurement, evaluation and reporting for the Communications, Campaigns and Senior Management teams.

5. Stakeholder and partner relationships - manage relevant external relationships with key stakeholders for digital aspects of communications and campaigns activity; in particular national campaigns teams, partners and digital agencies.

Responsibilities
Main responsibilities include (but not limited to):

- Lead the development of digital content and communications to support the activity of the global Speak Your Mind campaign
- Manage the relationship with relevant internal departments (especially the Campaigns team), using relevant criteria to develop and determine digital communications
- Develop and deliver digital communications to support United for Global Mental Health’s work with global policymakers and funders
- Develop digital content and communications to position United for Global Mental Health as a thought leader and catalyst for the global mental health community
- Ensure content and materials are of the highest quality and in line with United and Speak Your Mind's branding and key messages
- Working with the Communications Manager, Content Coordinator and Campaigns team to plan and deliver strategy for supporters’ engagement journey
- Data driven management of the United for Global Mental Health and Speak Your Mind websites
- Data driven management of the United for Global Mental Health and Speak Your Mind social media channels
- Act as point of contact for partner relationships including global organisations and country campaign partners when formulating and delivering digital content and communications
- Increase following, reach and engagement on social media channels
- Review and manage a robust monitoring and reporting system by which to evaluate and improve digital campaigns communications activity
- Manage digital agencies as and when used

**Candidate requirements (5+ years)**

- Experienced digital campaigns and communications professional - with experience across paid media, SEO, website management
- Demonstrate successful strategy and delivery of digital and social media for high profile campaigning outcomes
- Experience in using relevant digital systems, such as Squarespace (or similar), Hootsuite, Google Analytics and others
- Strong experience of social media channels, trends, tactics in order to acquire and engage followers
- Prior experience of managing and liaising with digital agencies
- Ability to craft and deliver key messages, takeaways and calls to action for digital campaigns and communications
- Able to communicate complicated and technical subjects in a visually engaging manner
- Creative instincts about how best to tell stories through different marketing and communications channels, working closely with the Content Coordinator
- Excellent proofreading, copywriting and editing skills for web and social media
- Strong interpersonal skills, experience in building relationships with a range of stakeholders
- Experienced in and thrive on working in a fast-paced, campaign environment, with the ability to respond quickly and effectively to changing agendas
- Ability to work closely and effectively with internal departments and colleagues to plan and deliver digital campaigns and communications activities
- Strong organisational skills to plan, manage projects and meet deadlines
- Ability to multitask and prioritise workload over short time frames

**Desirable attributes and experience**

- Experience working for a global campaigning organisation
- A strong understanding of and passion for improving global mental health