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

Job Description
Senior 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. The global COVID-19 pandemic has only increased the urgency to improve access to, and investment in, mental health care for all.

United for Global Mental Health was established in 2018 to increase political and financial support for mental health through global and national advocacy, resource mobilisation and campaigning work 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 mental health agenda at global and national levels. We are now searching for a Senior Communications Officer to work as a key member of a communications team that will build on this success.

From launching our campaign in the UN headquarters in New York, to establishing the first mental health accelerator in the Bill and Melinda Gates Foundation’s Goalkeepers programme - you would be supporting UnitedGMH, and it’s campaign Speak Your Mind, to increase its impact internationally and nationally with our partners on the ground. The aim is to achieve significant change including through the development and delivery of high-profile global events, key political moments and strong awareness raising.

Ideally, you will have:
- a strong track record of delivering high quality mixed-media communications and content
- the ability for compelling storytelling for a range of audiences
- be a self-starter with excellent ability to thrive in a fast paced entrepreneurial environment
- have experience in the global policy and advocacy communications, ideally with a focus on health issues at a global level

Overall role

1. **Media relations** - responsibility for building and managing relationships with key target B2B and B2C media (global health, policy, business, country campaign national media outlets and other relevant press).

2. **Strategic communications** - developing key messaging for our work across policy, advocacy, financing and campaigns; support in delivery of Executive Communications.

3. **Content and materials development** - work with content coordinator to produce high-quality, engaging materials and content that is in line with agreed branding and messaging; and effectively support the organisation’s communications strategy and activities (including content for website, press and social media).

4. **Content calendar** - oversee the development and management of a comprehensive communications and content calendar for the PAF (Policy, Advocacy, Finance) and Campaigns teams, as well as wider organisational communications activities (e.g. partnerships, fundraising).

5. **Events** - plan, manage and deliver the communications activities around key events and global moments (for example World Mental Health Day, UN General Assembly, Davos).

6. **Monitoring, evaluation and reporting** - ensure that communications activities are tracked against objectives and KPIs, putting in place systems for measurement, evaluation and reporting for the Communications and Senior Management teams; as well as the wider organisation.

7. **Stakeholder and partner relationships** - manage relevant internal and external relationships with key partners (e.g. Communications teams in partner organisations such as Wellcome, WHO, WEF).

Responsibilities

Main responsibilities include (but not limited to):

- Lead on day-to-day media outreach and act as senior press officer for the organisation
- Develop and deliver communications strategies to support United for Global Mental Health’s work with global policymakers, funders and the wider global health and mental health communities
- Put in place and manage the communications interface (“funnel”) between internal departments, using relevant criteria to determine content to be used in communications plans
- Develop and deliver content and communications to support the activity of the flagship Speak Your Mind campaign. This includes working with country campaign partners to help build their communications capacity nationally; and linking their work to communications globally.
- Work with the Partnerships team to generate content and materials for the communications component of core global partnerships (partners include HSBC, WeTransfer)
- Draft content and materials of the highest quality and in line with United and Speak Your Mind’s branding and key messages
- Work with the Senior Management and Communications teams to input and shape messaging
- Oversee the development and management of a comprehensive content calendar in place to reflect all of the organisation’s core, ongoing activities
- Identify and prepare case studies and communications packages to showcase United for Global Mental Health’s policy and campaign activity.
• Put in place and deliver and maintain a robust monitoring and reporting system by which to evaluate and improve communications activity.
• Put in place and deliver communications plans and schedules for all of United for Global Mental Health’s events.

Candidate requirements

• Experienced communications professional with a natural eye for stories and excellent writing skills
• Strong relationships within global health media, understanding of working with international press and relevant social media
• Experience developing and delivering effective strategies across high profile campaigns and policy/advocacy communications, ideally with a health background
• Ability to take in large quantities of information and synthesise into materials, key messages, takeaways and calls to action for internal and external audiences
• Demonstrate ability to communicate complicated and technical subjects, (eg. health or scientific subjects) to a knowledgeable audience of international campaigns, policy and advocacy experts
• Creative instincts about how best to tell stories through different marketing and communications channels
• Excellent proofreading, copywriting and editing skills; including for web and social media
• Experience managing and working with communications agencies (PR, Digital, Creative)
• Experience working with cross functional teams to deliver communications plans and activities
• 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
• Strong organisational skills to plan, meet deadlines and successfully deliver events
• Ability to multitask and prioritise workload over short time frames.

Desirable attributes and experience

• A strong understanding of, and passion for improving, global mental health
• Additional language skills
• Experience in using relevant digital systems, such as Squarespace (or similar), Hootsuite, Google Analytics.