



## Role information – Communications Team | Marketing Manager

An exciting opportunity to join PROJECT:TALK CIC's team of committed volunteers as Marketing Manager.

### **1. Our vision**

We are PROJECT:TALK CIC, a Community Interest Company established in early 2020 with a mission to change the way we view mental health by pioneering mental fitness, embracing mutual-aid supports led by communities of young people. We are a rapidly growing, forward thinking organisation who respect the complexities and individuality of the challenges many of us face whilst believing in the capability of individuals to make real change when enabled and well supported.

Our team of dedicated volunteers work nationally to provide communities with a comprehensive set of tools and resources to improve their collective mental fitness; by proactively preparing our minds with the resources it will need when it's under stress, as you would physically train your body when preparing for a marathon, we are better able to navigate difficult situations when they arise or seize opportunities presented to us. One of the most pertinent contributing factors to our mental fitness is the support network and resources that surround each one of us. It is here that we focus our work.

Through bespoke training, community events and our highly accessible peer to peer support models, we utilise the enthusiasm of passionate individuals to make their community a place where each and every person can thrive. Whether this be a school, university, community group or workplace, we pride ourselves in delivering a sustainable, cost effective package that not only raises awareness but also equips individuals with tools that can facilitate potentially lifesaving conversations. Our profits are reinvested to fund projects led by those who know their community best, such as a therapeutic arts programme at the University of Bristol.

We are committed to our vision of building a future in which young people have the tools and networks so they can support themselves and others to grow mental fitness.

### **2. Our impact**

Each year, PROJECT:TALK strives to work with around 2,000 young people through educational settings, to:

1. Pioneer Mental Fitness (MF) through mutual aid supports led by young people, and campaign for positive changes in society's approach to youth mental health
2. Give students at educational institutions the opportunity to become MF Ambassadors, equipping them with the tools to: a) support themselves; and b) volunteer to provide peer-support to others.
3. Train university students to apply MF tools in their community as well as in their future vocation as doctors or other professional roles that have potential to impact on the mental wellbeing of others.
4. Embed MF as a consistent approach in the culture of educational institutions supporting young people aged 16+ in their transition from school to university and into the world of work.

Through these initiatives, people can volunteer with PROJECT:TALK to:

- Pioneer mental fitness, encouraging a proactive approach to wellbeing in their own community
- Educate those around them with tools to better understand themselves and support others
- Make mental fitness more accessibility by increasing both visibility and variety of support, as well as helping peer to navigate existing services.

# [PROJECT:TALK]

## PIONEERING MENTAL FITNESS

### 3. Our team

PROJECT:TALK operates through a core network of young volunteers and ambassadors, with a current team of 9 volunteers due to double in size over the next 6 months. The primary delivery base is located at Bristol University, with partnerships in other locations including Cardiff and Queen Mary universities. PROJECT:TALK's values emphasise how the organisation operates:

- **Passionate** – in our belief to promote mental fitness, working through a team of volunteers who bring their own personal passions to address society's approach to youth mental health
- **Pioneering** – in our innovative focus to equip young people and future professionals with the mental fitness tools to support themselves and others in their community
- **Pro-active** – in our approach to invest in positive mental fitness that can both prevent young people's health needs and maximise their growth opportunities
- **Purposeful** – in our focus on achieving the greatest social impact by increasing supports for young people to lead their own mental health solutions, whether through education institutions, in training for professions such as doctors, or in other community settings.
- **Partnership** – we always seek to work with others to achieve the most comprehensive, accessible support for young people, from local and national partner organisations to our network of peer-led mental fitness ambassadors and other community supporters.

### 4. About the role

#### Communications Team | Marketing Manager

**Role name:** Communications team – Marketing Manager

**Role type:** Voluntary commitment

**Term:** Permanent, approx. 2-5 hours per week but variable depending on what we have going on!

We are looking for a committed, highly driven individual to join our team of forward-thinking students and graduates as a Communications & Marketing Assistant. Though it would be welcomed, the ideal candidate need not have excessive previous experience. Our team are consistently learning together and this opportunity will be a learning experience as well as an opportunity to make lasting change. We're searching for someone who is eager to learn, innovate and keen to gain experience in working within a non-profit start-up. Many of our team have personal connections with our cause and are highly passionate about our offer, so PROJECT:TALK is a great place to network with like-minded people if this sounds like you.

At PROJECT:TALK, your innovation, ideas and drive to make change will be matched with enthusiasm from the team giving you opportunity to help determine the direction in which we move and see ideas of your own blossom into reality.

#### Key Responsibilities

The Marketing Manager will work as part of the communications team to strengthen our message through clear, professional communication with external parties. They will also help make sure consistency of branding is maintained throughout our growing network, suggesting areas for development where necessary.

They will take a lead role in developing marketing strategy and materials designed to raise awareness of our work, develop partnerships and promote PROJECT:TALK's services (such as our TOOLS TO:TALK Training, WALK TO:TALK Events and Mental Fitness Ambassador Programme) to potential clients. Ultimately, your work will PROJECT:TALK grow and to pioneer mental fitness in as many communities as possible.

# [PROJECT:TALK]

## PIONEERING MENTAL FITNESS

They will work closely with the Social Media Assistant in their role and take guidance from PROJECT:TALK CIC's Senior Management Team

### Additional notes

Whilst all roles in our team are voluntary, we expect our team members to treat them seriously and with the same respect as they would a paid role. We are mindful that others, both internally and externally, are directly influenced by the work we do. We don't mind at all if you can't take on a task, need a week away or are having a bad day – just let us know as soon as possible so we can support you and redistribute workload.

### Candidate Requirements

Essential	Desirable
An understanding of the fundamentals of marketing	Experience in developing communications and marketing strategy
Experience in using email for marketing	Extensive experience in email marketing
Relevant leadership experience	Prior experience in leading marketing campaigns
An understanding of the importance of consistent, powerful branding	Experience in developing a brand
Ability to use applications such as Microsoft Word and an appreciation for the importance of a professional, well presented document. Willingness to learn how to use Canva for graphic design.	Experience in developing professional marketing materials, for example flyers, leaflets and brochures.  Experience in using Canva or similar applications.
Personable, encouraging and constructive when giving advice.	Experience in mentoring and leadership.
Enthusiasm for our cause and motivation to drive the company forward using their own initiative.	Personal experience and open to draw on personal challenges to influence work.
A willingness to learn on the job, using trial and error. Particularly when developing policy and operational procedures.	Experience in developing guidelines, policy and operational procedures.
Uses their initiative to research and learn consistently, making use of any previous experience no matter how minor.	Sees connections and has a great capacity to draw on previous knowledge and experience to see a possible way around problems.

### Desirable Skills and Qualities

- A drive to make change, using a solution focussed approach.
- A problem solver who sees obstacles as challenges to overcome rather than barriers to stop them.
- Enthusiastic about working with young people to develop and lead their own mental fitness supports.
- A good networker, able to work with both young adults in education, those with lived experience and professionals
- Proactive, using their own initiative to suggest improvements and take the lead on tasks.
- Motivated and enthusiastic.
- Not afraid to take on tasks that they don't have previous experience in, being comfortable with not always getting it right first time (we're all new to this and learn together).
- Sensitive and empathetic.
- Pays attention to detail and takes pride in their work.
- A team player, reliable and dependable.



- Flexible and thinks on their feet.

## **5. Application process**

Please fill out our application form [here](#) to apply.

On or shortly after this date, we will be in touch to let you know if we are able to invite you for interview.

Interviews will take form of a relaxed discussion with Daisy and George, our Directors, or our Operations Assistant giving you a chance to establish whether this is the role for you as well as us to find out more about you.