

## Mentor Job Description

<b>Job Title</b>	Marketing & Communications Officer ADEPIS
<b>Location</b>	London
<b>Contract type</b>	12 month fixed contract Part time - 2 days per week
<b>About Mentor</b>	<p>Mentor <a href="http://www.mentoruk.org.uk">www.mentoruk.org.uk</a> is national charity working to promote the health and wellbeing of children and young people to prevent alcohol and drug misuse. Mentor was founded in the UK in 1998 and is part of a group of charities affiliated with the Mentor International Foundation, a partnership that shares knowledge and best practice about prevention across the globe. Our International President is our founder, Her Majesty Queen Silvia of Sweden.</p> <p>Mentor works with children and young people up to 25, as well as the adults who support them, to deliver education, advice and resources in the home, education and community settings.</p> <p>Through targeted, evidence-based projects with young people, parents and carers, schools and grassroots organisations we improve children’s knowledge, skills and self-confidence to make wise decisions, to be happier and healthier, and to fulfill their personal and social potential.</p> <p>The <b>Alcohol and Drug Education and Prevention Information Service (ADEPIS)</b> is one of Mentor’s key projects. ADEPIS is a platform for sharing information and resources aimed at schools and practitioners working in alcohol and drug prevention. Since we launched ADEPIS in 2013 it has become acknowledged as the leading source of evidence-based information and tools for alcohol and drug education and prevention for schools and a growing range of other settings for reaching young people. We now want to increase the reach of this service and make sure all schools and practitioners across the country have access to our free resources.</p>

<b>Job purpose</b>	You'll be responsible for leading on ADEPIS communications and marketing, including website re-design and update, social media and some press office work, with key focus on increasing reach of ADEPIS and related resources, including the recently launched Quality Mark for schools and practitioners. To help strengthen the campaigning and communications capacities of the project by developing resources (including online), and undertaking policy, research, fundraising and communications projects as and when required.
<b>Reporting to</b>	Head of Programmes

<b>Job Description</b>
<p><b>Key Responsibilities</b></p> <ol style="list-style-type: none"> <li>1. To create and deliver Mentor- ADEPIS' marketing and communications strategy.</li> <li>2. To ensure Mentor-ADEPIS and CAYT websites are user-friendly, accessible and are kept up to date</li> </ol>
<p><b>Specific Responsibilities</b></p> <ul style="list-style-type: none"> <li>▪ Implement and regularly update an organisationally agreed Communications Plan with measurable targets, including development and maintenance of the website, sourcing content, writing and editing</li> <li>▪ Develop and deliver a communication and PR strategy to promote ADEPIS and related services, including the newly developed Quality Marks for schools and practitioners</li> <li>▪ Lead on the re-design and improvement of Mentor-ADEPIS website (<a href="http://mentor-adepis.org/">http://mentor-adepis.org/</a>)</li> <li>▪ Develop and maintain social media communications, including advising on strategy implementation</li> <li>▪ Write, coordinate, edit and distribute content across a variety of mediums, ensuring maximum engagement with target audiences.</li> <li>▪ Develop and implement Mentor's and Mentor-ADEPIS social media plan, ensuring we keep abreast of current trends in the sector.</li> <li>▪ Be responsible for the content and management of the website, e-news, and</li> </ul>

other communication materials

- Support the team in organising and managing events where appropriate, including developing databases, marketing events, sourcing venues and resources, and evaluating success
- Facilitate excellent communications with partners, media and public
- Proactively seek out ways to communicate issues to a wide range of audiences
- Help strengthen Mentor-ADEPIS' authoritative voice in the field of substance use prevention and education
- Contribute to Mentor's other activities as appropriate
- Other duties commensurate with the post as requested by the Head of Programmes

### Person Specification

*Please highlight in your covering letter how you meet these expectations.*

<b>Motivation</b>	<b>Essential</b>	<b>Assessed by</b>
Commitment to Mentor's mission and values, and to communicating Mentor's key messages	Yes	Presentation during interview
<b>Professional development</b>		
Relevant degree or further education	Yes	Application form
<b>Skills, Knowledge and abilities</b>		
Excellent sales and marketing skills with the ability to learn on the job	Yes	Interview and references
Ability to deliver Direct Marketing, Digital, Public/Media relations and marketing campaigns	Yes	Evidence of previous work, Interview and references
Knowledge of business to charity sales and marketing	Yes	Interview
Ability to write high quality content adapted to different media including: website, newsletters, articles, blogs and social media	Yes	Evidence of previous work
Excellent communication skills, both written and oral	Yes	Interview and assessment
Highly motivated, energetic, organised, positive and	Yes	Interview

inspiring approach to work		
<b>Experience</b>		
Track-record of developing and implementing a marketing and communications plan successfully	Essential	Interview and references
Track-record of developing and implementing a sales plan successfully	Desirable	Interview and references
Experience in organising events, network meetings or conferences	Essential	Application form and interview
Experience in developing and managing social media tools and networks to build communities of interest on particular issues or aspects of professional practice	Essential	Application form and interview
Proven experience of balancing the demands of a variety of stakeholders and projects. Judgement and discretion	Yes	Interview

<b>Terms and Conditions</b>	
Contract:	12 months fixed with possibility of extension
Salary scale:	£27,000 pro rata
Annual leave:	25 days pro rata per annum
Hours:	2 days per week
Work base:	Old Street, London
To apply:	Send a CV and Cover Letter by 5pm on Monday 28 <sup>th</sup> May

<b>As at</b>	27/04/18
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