



Welcome to the McPin Foundation

Thank you for your interest in our organisation and our Communications Intern position.

About us

The McPin Foundation exists to transform mental health research by placing people affected by mental health problems at its centre. Each of our employees is vital to us in delivering our mission, which is to champion experts by experience in research so that people's mental health is improved in communities everywhere.

Our Vision

A world where the value of expertise based upon experience is recognised and is at the heart of all stages of mental health research

Our Core Values

We passionately believe that involving people directly affected by mental health problems improves research

We are driven to produce work of the highest quality

We are inclusive and listen to all opinions and perspectives

We collaborate with others to deliver our mission

We care about the wellbeing of everyone connected with us

The post holder will join a busy team at the McPin Foundation, consisting of a team of researchers working on a range of studies, a Public Involvement in Research team, and an Operations team. Most staff are based in our offices in London. We also have a wider network of freelance and contracted researchers who work with us on specific projects around the country.

You can find out more about us at www.mcpin.org.

Job Description

Job Title: Communications Intern	Prepared by: Operations Manager
Location: Head office 32-36 Loman street, London, SE1 0EH	Closing Date: 11 th July 2018 Interview Date: week commencing 16 th July 2018 Start Date: Immediate Start

Terms and conditions

Hours: Part time 15 hours per week 0.4 FTE (with flexibility)

Salary FTE: £24,215.31 FTE (which includes an Inner London Weighting allowance of £4000).

Employment status: Fixed Term for 2 months with potential to extend

Notice period: 1 week

About the job

We are looking for a social media and communications intern to assist our team with our social media and communications over the summer. They will assist to ensure that our work and message has the maximum impact with researchers, policy makers and the public. The successful candidate will be able to work both independently and as part of a small team, including supporting colleagues to develop their own media and communications skills. They will need to be able to effectively reach a number of different audiences using a range of media. It is a role which will provide good work experience within a supportive team.

This post will be based at our head office – 32-36 Loman Street, Southwark, London SE1 0EH.

Key Responsibilities

- Helping to update the charity's website and social media channels to maximise our reach to our target audiences.
- Producing and supporting others to develop engaging content, including blogs, videos, infographics and tweets.
- Co-ordinating communications to our supporters and donors, including our regular newsletters.
- Working with project teams to develop effective social media and communication plans to ensure our work has the widest possible impact. This will include supporting colleagues to produce their own content and producing content tailored to the relevant audience based on research and other reports.
- Organising an event for a range of stakeholders including producing promotional materials and producing social media content.

The key responsibilities above give a broad outline of the functions of the post. However, these must be approached in a flexible manner. The post holder will be expected to adapt to changing circumstances and undertake other duties appropriate to the grade of post as allocated by your Line Manager. The outline of responsibilities may change from time to time.

Person Specification (E= essential D = desirable)

Knowledge

- Understanding of mental health and the impact of mental health problems on people's lives. (D)
- Understanding of the role of research in improving the lives of people affected by mental health problems. (D)
- Understanding of research methods. (D)

Skills

- Producing content for social media platforms and websites. (E)
- Ability to communicate complex information and ideas using a range of media in ways that are persuasive, engaging and appropriate to the audience. (E)
- A keen eye for detail, the ability to draft, proof read and edit accurate copy. (E)
- Ability to stay within brand guidelines and to use the organisations agreed terminology and style. (E)
- Graphic design skills, including the use of Publisher and the Adobe Creative Suite. (D)

Experience

- Experience producing communications materials (D)
- Experience of mental health problems – personally or as a carer/friend/family member. (D)