



## JOB DESCRIPTION

**Job Title:** Rainbow Mind Marketing and Operations Coordinator

**Responsible to:** Rainbow Mind Operations & Services Manager

**Salary:** Starting salary is £28,949.23 per year (Full-time equivalent), (SC4-SP21) including inner London weighting, which equates to £11,579.69 per annum at 15 hours per week.

**Hours:** 15 hours per week

**Contract Length:** Fixed term one year (three-month probationary period)

**Location(s):** Working at Rainbow Mind CHWF and Hybrid

### About Mind in the City, Hackney and Waltham Forest:

We are a multi-disciplinary provider of specialist mental health services and a part of the Mind Federation. We promote both recovery from ill health for people with recurrent and enduring mental health difficulties and early intervention for those at risk of developing mental health issues, or who struggle with common mental health conditions. We currently support around 5,000 people a year through a variety of services focusing on psychological, social, economic and workplace wellbeing, and support minoritised communities.

### Our values are:

Working with Mind CHWF means you'll be part of a dedicated, passionate, and professional workforce who cares about the work they do and make a real difference to the lives of the people in the City of London, Hackney and Waltham Forest.

Our values are:

**Connected:** Creating a compassionate and supportive community.

**Fair:** We strive for equity- no-one's needs should go unmet.

**Brave:** We walk with people, offering help by doing what works - proven or new.

We are committed to actively becoming anti-racist in everything we do. This is a critical priority for Mind CHWF. We embrace diversity and understand that being an inclusive organisation that recognises different perspectives, will enable us to provide excellent services.

We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.

Those with lived experience of Mental Health are encouraged to apply.

DBS clearance at Enhanced (without Barring) is required for this role.

### **About Rainbow Mind:**

We are a part of Mind in the City, Hackney and Waltham Forest (Mind CHWF) and Mind in Salford (MiS). We are an LGBTQIA+ led service delivering community specific mental health interventions across City, Hackney, Waltham Forest, Salford and nationwide. Our services are led, designed, and delivered by LGBTQIA+ people.

### **Our Vision:**

To create a society where LGBTQIA+ people have access to culturally relevant mental health services and where all parts of their identity are welcome.

### **Our Mission:**

LGBTQIA+ Mental Health and Emotional Wellbeing: To deliver inclusive and caring services, and to become a recognised and trusted provider for LGBTQIA+ people. Amplifying Voices of lived experience to challenge societal perceptions on LGBTQIA+ mental health, and to create services where the impact of intersectionality, race, gender, sexuality, class and disability are better understood. Innovation, Training and Policy: Working and co-creating with other organisations and workplaces to share best practice and innovation, develop policy and increase the reach of LGBTQ+ services.

### **Rainbow Mind Principles:**

The development of Rainbow Mind is guided by key principles co-produced by lived experience of staff and clients.

- Strength-based (enhancing innate capacities and celebrating all parts of identity)
- Intersectionality-informed (all parts of identity welcome, no parts need to be left at the door)
- Trauma-informed (understanding of trauma of intersectional lives and LGBTQIA+ experiences and working with trauma in mental health in a contained and safe way)
- Lived experience leadership (our work is led and delivered from understanding the lived experience of our own mental health and all parts of our identities)
- Non-hierarchical collective approaches (in our work we create this by inviting and welcoming input and leadership from all in our co-creation of services)

### **Purpose of the post:**

This is an exciting opportunity for someone with great communication skills and a creative flair for problem solving to join a small team in delivering vital LGBTQIA services and programmes in London and nationally.

Working as part of a team the post holder will be responsible for supporting the Operations and Services Manager and Director in the delivery of all of RM's services and operations.

The role will directly support the everyday running of the Rainbow Mind Programme and help ensure services run smoothly and efficiently.

You will have the opportunity to help build and maintain Rainbow Mind's voice and impact alongside the O&S manager and director.

Both externally, by assisting in the production of marketing materials across RM's social media channels, email subscribers, outreach events, fundraising initiatives and corporate partnerships.

And internally, through supporting with service scheduling, evaluation and monitoring, and staff and volunteer-focused communication.

Reporting directly to the Operations and Services Manager you will help with the promoting our services and help grow our reach and attendance. There is also opportunity to support the Director and Fundraising Consultant and wider team on fundraising initiatives and outreach at events

## **Main Duties and Responsibilities**

### **Operational and Marketing Coordination:**

- Supporting on the efficient running of services, projects and operations by carrying tasks such as:
  - Operations and Communications
    - Assist in co-ordinating communications internally and externally for the services we offer
      - With a particular emphasis on ensuring efficiency, safeguarding and quality control around client journeys, and on going client facing communication
    - Liaise effectively with all staff within the department and proactively maintain and update the programme timetable
    - Attend programme meetings and core team meetings
    - Maintaining filing systems in line with organisational and BACP guidelines
    - Scheduling meetings, Take minutes and produce reports/documents as requested by the OPs and Services manager.
    - Assist in monitoring the RM inbox for opportunities and updates to then signpost to the wider team and/or RM clients, e.g. fundraising and partnership opportunities, outreach events, volunteer applications, other organisation's services and programming
    - Undertake regular audits of the outcome and evaluation forms completed by therapists and clients, to ensure that they are stored appropriately and logged on the Salesforce database, raising any issues with line manager if or when they occur
    - Attend wellbeing service activities as a second to practitioners and managers, to assist with paper work and organisation on the day. Such as mindful walks.
  - Marketing
    - Assist Ops and Services manager with templated marketing asset production and social media posting – using Canva and social media platforms such Instagram, LinkedIn, TikTok, Eventbrite
    - Assist in monitoring social media platforms and analytics
    - Help with engaging with other organizations with similar missions to share content
    - Assist with fundraising mobilisation, organisation and paperwork to engage in targeted publicity of the Rainbow services and fundraising when requested

- Regularly attending outreach in the community and represent RM at Pride and other events – alongside other members of the team and volunteers
- Organise and undertake mail-outs/newsletters as and when requested
- Create/update project leaflets and publicity materials
- Attending and participating in monthly comms meetings with team and northern hub (Mind in Salford)

### Personal Specification:

The remaining sections outlines what criteria will be used to appoint the suitable candidate. Criteria marked (E) are essential and (D) are desirable.

Attributes	Essential	Desirable
<b>1. Experience</b>		
a. Previous experience in operations/ services administration with evidence of previous projects and capabilities	X	
b. Experience of communications and marketing	X	
c. Experience of working in mental health, with clients experiencing a range of disorders and symptoms at varying degrees of severity		X
d. Lived experience within the LGBTQ+ community	X	
e. Experience of working transculturally		X
f. Experience of working with CRM databases		X
g. Experience of working within a multidisciplinary team		X
<b>2. Knowledge</b>		
a. Knowledge of IT systems in the workplace and understanding emerging technologies	X	
b. An understanding and effective budgetary and financial administration		X
c. An understanding of, and enthusiasm for human resources processes		X

d. Adhering to the ethos of the organisation	X	
e. Commitment to self and service development	X	
f. Able to maintain professional boundaries and respect confidentiality	X	
<b>3. Skills</b>		
a. Fluent written and spoken English, basic numeracy, and literacy skills	X	
b. Good understanding of data protection, GDPR confidentiality, safeguarding and risk management and demonstrable examples of putting these into practice	X	
c. Good IT Skills and familiarity with social media channels - Instagram, LinkedIn, TikTok, Eventbrite	X	
d. Prior experience working in Canva or other creative suites.	X	
e. Ability to use MS Office	X	
f. Excellent verbal and written communication, presentation and interpersonal skills that can be modified to different situations	X	
g. Excellent organisational and time management skills and ability to effectively execute plans and processes with others	X	
h. Experience of team and lone working	X	
<b>4. Abilities – Values and Motivations</b>		
a. Connected: Creating a compassionate and supportive community	X	
b. Fair: We strive for equity – no-one's needs should go unmet	X	
c. Brave: We walk with people, offering help by doing what works – proven or new	X	
d. A passion and commitment to supporting mental health,	X	

for LGBTQ+ persons and communities		
e. Commitment to supporting equal opportunities in the workplace	X	
f. To be self-motivated and focused and to practice self-care	X	
g. To be able to influence, motivate and encourage clients and colleagues alike	X	
h. A valuing of co-production	X	
i. Adaptable and resilient to work in a changing and challenging environment	X	
j. Ability to manage own time	X	
k. Ability to work as part of a team and develop positive working relationships	X	
l. Ability to deliver against agreed goals, targets, and outcomes	X	
m. Attention to detail and ability to complete tasks fully, independently and as part of a team	X	
n. Ability to focus, plan and manage in a busy, sensitive working environment	X	
o. Ability to work alone and take a lead when hurdles arise or when tasks require completion		X
<b>5. Qualifications</b>		
a. Qualified to degree level or equivalent in experience relevant to the role	X	
b. To hold accredited training qualification or equivalent experience in mental health		X