

Inspired Minds

MARKETING OFFICER JD

Inspired Minds

Who We Are

Inspired Minds is a faith based, voluntary mental health charity located in London that launched in 2014 with the aim to raise awareness, combat stigmas and provide professional, non-judgemental, confidential support to those with mental health illnesses. Although Inspired Minds works predominantly with those from an Islamic faith, we do not disregard any persons of differing backgrounds. Our initial research showed many Muslims found it difficult to seek help as they felt they would not be understood by someone who did not understand their faith or culture, thus they chose to remain quiet and not seek help. We are here to change this and cater for this need.

Our Vision

We are passionate to build a society where people experiencing mental health challenges can receive understanding, recognition and are empowered to live a fulfilling life.

Our Mission

We are a grassroots charity which aims to reduce stigma, raise awareness and provide advice, support and encouragement to those, in particular Muslims, affected by mental health problems from a faith and culturally sensitive perspective.

Our Values

Our core values form the foundation, beliefs and principles that lie at the heart of our organisation.

Islamic

We are inspired, anchored and guided by our faith, which illuminates why we do what we do.

Compassionate

We attend to the needs of every person with sensitivity, empathy and kindness.

Ambitious

We are determined to go the extra mile and make a lasting difference.

Respect

We treat one another with dignity, honesty and understanding; valuing differences and all contributions.

Excellence

We continuously learn, improve and strive to be the best in everything we do.

Marketing Officer JD

Job Title: Marketing Officer

Team: Marketing

Hours: Five hours per week

Duration: Permanent

Purpose: The Marketing Officer will develop and implement the organisation's marketing strategies. They will also create online and print marketing campaigns.

Responsibilities

- Plan advertising and promotional campaigns for services on a variety of media - social, print etc.
- Write, edit and proofread marketing material for use in different channels.
- Oversee and update the Inspired Minds website.
- Researching and analysing market trends.
- Undertake market research and establish the best way to reach target groups.
- Creating and developing new innovative ways to communicate the organisation's message.
- Evaluating the effectiveness of all marketing activity.
- Work with their line manager to achieve frequent, timely and positive marketing schemes.
- Relay updates as and when required by their line manager.

Team Work

- To ensure confidentiality and privacy are never breached.
- To attend and participate in meetings.
- To work respectfully and cooperatively with colleagues, taking on board suggestions and recommendations.
- To attend any training to progress in individual professional development.
- To participate and take on any further tasks in relation to the post, which may benefit Inspired Minds.