

# *Inspired Minds*

PUBLIC RELATIONS OFFICER JD

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# 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.

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# Public Relations Officer JD

**Job Title:** Public Relations Officer

**Team:** Communications

**Hours:** 5 hours per week (mostly remotely with monthly meetings in London)

**Duration:** Permanent

**Purpose:** The Public Relations Officer will engage with the public, media and related organisations to raise awareness about mental health. They will also plan and direct the creation of material that will maintain or enhance the public image of Inspired Minds.

## Responsibilities

- Writing and editing newsletters, website articles, leaflets, brochures, press releases, speeches, case studies and social media.
- Liaising with and answering enquiries from readers, supporters, media, individuals and other organisations, often via telephone and email.
- Act as an advocate where needed and provide information, advice and other support services to individuals and families affected by mental health problems.
- Developing good working relationships with the media.
- Network and build partnerships with similar local and national organisations.
- Evaluate opportunities for sponsorships and advertising on an on-going basis.
- To research and analyse media coverage aiming to get Inspired Minds covered in many outlets as possible and on readers' requirements.
- Work with their line manager to achieve frequent, timely and positive public relations 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.