



inspired
minds

JOB DESCRIPTION

COPYWRITER

Inspired Minds

Who We Are

Inspired Minds is a grassroots charity that was founded in 2014 to bridge the gap in the understanding of mental health within and between our communities. To achieve our mission and vision, our approach is 2-pronged. We provide critical support and counselling services for both Muslim and non-Muslim clientele alike; recognising cultural, spiritual and Islamic needs. We also actively raise awareness on a variety of issues experienced within our communities, which is informed by the field-based research that we conduct to further our understanding.

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 an Islamic grassroots charity that raises awareness and provides support from a faith-based and culturally-sensitive perspective, to those affected by mental health challenges.

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 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.

Copywriter JD

- **Job Title:** Copywriter
- **Team:** Communications
- **Hours:** 5 hours per week (mostly remotely with quarterly meetings in London)
- **Duration:** Permanent
- **Purpose:** The Copywriter will be involved in writing and proofreading copy for various projects at Inspired Minds adhering to our brand and style guidelines.

Role Responsibilities

- Write clear, concise and grammatically correct content that adheres to the charity's style guidelines.
- Proofread and suggest improvements to the content written by other writers.
- Have an understanding of authentic sources of Islamic references.
- Collaborate with Support and Outreach teams on a variety of content projects.
- Optimise website content (language, message, tone) to reflect our brand's voice and values.
- Understand different language styles that appeal to various target audiences.
- Use SEO principles to maximise the reach of copy generated.
- Act as an advocate where needed and provide information and advice to individuals and families affected by mental health problems.
- Work with their team and line manager to achieve frequent, timely and positive outcomes.
- Relay updates as and when required by their line manager.
- Ensure all due diligence with regards to work carried out.
- Conduct all tasks with regards to any and all relevant legislation, policies and procedures.
- Maintain a high degree of professionalism, privacy and confidentiality at all times.
- Attend and participate in meetings.
- Work respectfully and cooperatively with colleagues, taking on board suggestions and recommendations.
- Participate and take on any further tasks in relation to the post, which may benefit Inspired Minds.

Essential

- Excellent oral and written English communication skills
- Demonstrated understanding of and experience with SEO
- Experience delivering successful end-to-end digital copy to support campaigns - from concept to execution
- Strong attention to detail and organisation
- Experience in editing and copywriting.
- Experience with admin-related tasks

Desirable

- At least 2 years of experience in copywriting or journalism.
- Evidence of training and continued professional development.