



inspired  
minds

**JOB DESCRIPTION**

**WEB AND DIGITAL OFFICER**

# 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.

# Web And Digital Officer JD

- **Job Title:** Web and Digital Officer
- **Team:** Communications
- **Hours:** 5 hours per week (mostly remotely with quarterly meetings in London)
- **Duration:** Permanent
- **Purpose:** The web developer will maintain the organisation's website, increase online presence and inbound enquiries, manage weekly email communication to newsletter subscribers and Google AdWords campaigns.

## Role Responsibilities

- Maintain the organisation's website including a cohesive design, content, graphics, technical aspects, admin tools, etc.
- Manage the organisation's blog working with the Communications team members.
- Be involved where necessary, in the creation of content and loading onto the WordPress content management system.
- Responsible for Inspired Minds weekly email communication using email software.
- Use a variety of tools, approaches, and work with others, to increase website traffic, inbound enquiries, and other online marketing presence.
- Perform search engine marketing and search engine optimisation duties working with third party tools such as Google AdWords and Google Analytics.
- 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.
- Attend any training to progress in individual professional development.
- Participate and take on any further tasks in relation to the post, which may benefit Inspired Minds.

## Essential

- Significant experience of publishing successful and engaging on-line communications and social media content for a large organisation.
- Evidence of using performance statistics to inform and improve future activity.
- Experienced in producing and evaluating website content and structure, and also in the use of social media to disseminate information, amplify events and media campaigns.

- Experience of copy writing or editing content in line with a style guide.
- Experience of creating and developing a digital communications strategy.

### **Desirable**

- Evidence of training and continued professional development.