

# *Inspired Minds*

SOCIAL MEDIA SPECIALIST 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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# Social Media Specialist JD

**Job Title:** Social Media Specialist

**Team:** Communications

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

**Duration:** Permanent

**Purpose:** The Social Media Specialist will develop and implement the organisation's social media strategies. They will also help manage various social media platforms and implement online marketing campaigns.

## Responsibilities

- Design a social media strategy that's in line with the brand identity, the organisation's audience, and goals.
- Generate, edit, publish and share daily content that builds meaningful connections and encourages community members to take action.
- Help manage and optimise organisation pages within each platform to increase the visibility of organisation's social content.
- Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Helping to manage and implement online marketing campaigns on platforms including Facebook, Instagram, Twitter, LinkedIn, YouTube and Google AdWords.
- Analyse and report social media on a monthly basis for successes and new opportunities.
- 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 is carried out 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.

## 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.