



MARKETING OFFICER

JOB SPECIFICATION

Reports to: Senior Communications Manager

Reports: Volunteers as needed

Contract: Permanent

Based: London

Salary: £25k

The Campaign Against Living Miserably (CALM) is leading a movement against suicide, the single biggest killer of men under the age of 45 in the UK.

What we do

Frontline services

We run a free and confidential helpline and webchat – 7 hours a day, 7 days a week for anyone who needs to talk about life's problems. We also support those bereaved by suicide, through the Support After Suicide Partnership (SASP).

Communities

Together we'll help our boys, our dads, our mums, brothers, sisters, friends and colleagues. We spread our message and facilitate supportive spaces in workplaces, universities, pubs, clubs and prisons across the country – so that people feel empowered to share their experiences and get the help they need before they reach the point of crisis.

Campaigns

Everyone has a part to play. We campaign with media partners, brands and ambassadors to spread awareness of suicide and its devastating impact with campaigns like #Project84, #DontBottleItUp and The Best Man Project. We challenge boring male stereotypes and encourage positive behavioural change and help-seeking behaviour, using cultural touch points like art, music, sport and comedy.



OBJECTIVES

Support busy marketing and communications team across a range of functions and assistance including but not limited to:

1. Support team and organisation on partnerships, talent outreach, event management, research, campaigns and more
2. Work with all areas of the organisation to manage comms team workflow, production and time, balancing competing priorities internally and externally
3. Manage incoming enquiries to comms team, assessing suitability, scope and value of involvement. Facilitating these enquiries on a daily basis
4. Help maintain CALM's distinctive brand voice through digital channel management: social media posting, scheduling and monitoring alongside rest of team
5. Deliver content for CRM supporter and user journeys where necessary, working with rest of communications team to deliver this
6. Work with press team to facilitate and enable media opportunities

RESPONSIBILITIES

1. Support team and organisation on partnerships, talent outreach, event management, research, campaigns and more
 - Working with brand partners to help build successful campaigns / charity of the year partnerships, ensuring support of the comms team is world class.
 - Often be the main contact from the comms team working with smaller partners, ensuring they have what they need from the team and that everyone is informed
 - Facilitate extensive talent outreach, working with agents and managers of CALM ambassadors as well as new potential influencers



- Enable events that incorporate, raise money for and celebrate CALM to be a success, working with a variety of different parties to ensure CALM is portrayed well and all stakeholders are informed and satisfied
2. Work with all areas of the organisation to manage comms team workflow, production and time, balancing competing priorities internally and externally
 - Overview of 'studio' output - denoting when projects will be delivered
 - Managing and assigning briefs coming into comms team, adding and finding more clarification and detail where required
 - Prioritising work and ensuring all affected people / partners are aware of deadlines and changes
 3. Manage incoming enquiries to comms team, assessing suitability, scope and value of involvement. Facilitating these enquiries on a daily basis
 - Be the main point of contact for incoming comms enquiries
 - Maintain the workflow to ensure incoming enquiries are properly assessed and responded to in a timely fashion
 - Manage initial relationship around interesting opportunities, looping in relevant parties from across the organisation where appropriate
 4. At times, maintain CALM's distinctive brand voice through digital channel management: social media posting, scheduling and monitoring alongside rest of team
 - Scheduled social media management as part of comms team function
 - Managing content, writing copy and devising engaging comms for social audience
 - Scheduling of posts through social media management system
 - Monitoring of responses and engagement with audience where necessary
 - Providing content for CALM specific channels such as Runners Crew and CALM Clubs
 5. Deliver content for CRM supporter and user journeys where necessary, working with rest of communications team to deliver this.
 - Working with team to devise and deliver key user journeys, incorporating membership and



newsletters

- Providing content relevant for these audiences
- Creatively considering areas for audience growth and acquisition
- Assist in ensuring web content is SEO friendly and drives to acquisition
- Drive website transition process (in planning for 2019) so we can be a digital first organisation

6. Work with press team to facilitate and enable media opportunities

- Working with internal press team and agency partner to script press releases
- Assist in crafting key messaging
- Working with CEO and other key voices to arrange media opportunities