

## Marketing Communications Intern (paid)

- **Contract:** Fixed term (3-month) 16-hour per week.
- **London living wage:** £11.95 per hour.
- **Based at:** Hybrid working / flexible working or at Westminster Hub.  
23 Monck Street, SW1P 2AE.

### Job Summary:

As the Marketing Communications intern at BWW Mind, you will work closely with our Communications lead to support and implement strategies that promote our organisation. You will help in creating compelling marketing materials, support the management of social media platforms, and assist with various marketing initiatives.

This is a fast-paced organisation, with plenty of opportunity to get stuck into strategic planning and implementation. The ideal candidate would be someone with an understanding of psychology and mental health, with a can-do attitude and desire to develop new skills.

### Who we are:

We're a leading community-based organisation dedicated to providing outstanding mental health support and clinical interventions across London. Our experienced clinically led teams are focused on directly addressing a range of mental health needs in our communities. We combine innovative solutions with decades of local community knowledge to empower people to live the **life they choose**.

### What we do:

- We partner with the NHS and local authorities to deliver clinically driven frontline services with fantastic outcomes. We focus on early intervention and prevention, targeting mental health conditions at the most cost-effective stage, while also supporting people with moderate to severe mental health needs across our communities.
- We offer diverse services across London, enabling us to support a broad range of people and build expertise on differing local service priorities. We are part of the communities in which we operate. Our peer-led services mean we are experts on local service priorities, having accumulated local knowledge over decades.
- We are delivery-focused and dynamic, able to mobilise quickly without the bureaucracy of larger organisations. We're most proud of our experienced, well-trained, and trusted workforce.
- We're independent from national Mind, meaning our focus is on delivering frontline services as opposed to fundraising for campaigns and policy.

### Our Values:

- **Open:** we're inclusive, accessible, community focused and open to change.
- **Experienced:** our teams bring knowledge, expertise, and lived experience. They capture reliability, history, and professionalism - both individually and as a collective.
- **Unstoppable:** our mindset is active, change-focused, and forward thinking. Whilst also showing us as the change makers, campaigners, and activists that we are.
- **Together:** we walk alongside the people we support. We're here to fight for everybody's mental health.

### Our team:


We're committed to hiring diversely and inclusively. We support vulnerable communities, so we especially want to hear from those that have their own lived experience of mental health challenges or social disadvantage. Over 50% of our staff have lived mental health experiences.

We have a motivated, engaged, and efficient team all working towards the same ambition, and we're committed to supporting our team to develop skills and reach their potential.

### Key Responsibilities:

- Support the Communications lead to create and implement strategies that promote our organisation.
- Create compelling materials including flyers, posters, brochures, and other promotional items.
- Support the management of social media accounts, creating and scheduling posts, monitoring engagement, and analysing metrics to improve social media performance.
- Get stuck into market research to identify target audiences and improve marketing strategies.
- Assist in planning and executing events, and other outreach initiatives.
- Coordinate with internal teams to ensure consistent brand messaging and adherence to brand guidelines.
- Perform other duties as assigned by the Communications lead.

### Essential:

- You are currently pursuing or have recently completed a degree in Psychology, with an interest in Marketing. Alternatively, you have a degree in Marketing with an interest in psychology and mental health.
  - Excellent verbal and written communication skills.
  - Strong organisational skills and attention to detail.
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- Proficiency in Microsoft Office, Canva, Adobe.

**Desirable:**

- Experience managing social media accounts (Facebook, Twitter, Instagram, LinkedIn).
- Passionate about mental health and social impact.

**How to apply:**

- Please email your CV and covering letter to [hdakin@bwwmind.org](mailto:hdakin@bwwmind.org)
- Deadline for submission of application is: **11<sup>th</sup> April**
- Interviews are scheduled for Week Commencing: **17<sup>th</sup> April**
- If you wish to have an informal chat about this role, please contact: [hdakin@bwwmind.org.uk](mailto:hdakin@bwwmind.org.uk)