

## Marketing and Communications Lead

### Job Description



An opportunity has arisen for an enthusiastic and capable Marketing and Communications Lead to join the Mindfulness Network team. This role will involve developing our communications strategy in line with our vision. This includes liaising with our internal and external audiences to plan, implement and lead on marketing campaigns. The Mindfulness Network is developing fast, and this role will be key to our ongoing development.

Our staff are home-based and distributed around the UK. We provide services mainly in the UK, but our clients include people from overseas. This role is key to running the business, which at present focuses mainly on providing retreats and supervision for mindfulness teachers and practitioners, and offering teacher training in collaboration with Bangor University.

This is an exciting chance to work with an organisation at the forefront of delivering services to the community of mindfulness-based practitioners and teachers, not just in the UK but worldwide. This is an opportunity to help us strengthen connections with that community, and to help us forge new connections with other groups and organisations across a wide range of spheres.

The role is offered part time, at 15 hours (2 days) per week. Hours can be arranged to suit, subject to being able to manage responsibilities and attend regular meetings.

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### Our vision

Through cultivating mindfulness, the Mindfulness Network has the intention to reduce human suffering, promote well-being and create the conditions in which people can flourish. Around this shared intention, we aim to bring together a network of highly trained mindfulness-based supervisors, teachers and retreat leaders to offer:

- empirically-supported mindfulness-based courses to all regardless of economic, social, religious or political boundaries; and
- personal and professional development opportunities for mindfulness-based course teachers to support them to work within recognised Good Practice Standards. The Mindfulness Network brings together an associate team of experienced teachers and supervisors with the intention of offering services that are supportive to the mission of the university centres but which sit more easily in a not for profit company.

Our associates have all been highly trained, undergo rigorous recruitment processes in order to join our team, and are committed to engaging in ongoing updating and good practice.

Our work supports the mission of the [UK Network for Mindfulness-based Teacher Training Organisations](#), which upholds and disseminates good practice standards for teachers of eight-week courses that originate from Mindfulness-based Stress Reduction.

We aim to offer services at rates that are affordable with the intention of supporting mindfulness teachers across the UK and beyond to engage in their work with the highest levels of integrity. We are particularly interested in supporting teachers who are working with hard to reach communities. To this end, we have flexible pricing structures that enable those who can afford it to contribute funds which support those on low income.

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## Role specification

The Marketing and Communications Lead works with the Business Manager and Executive Director to develop and implement the communications strategy for the Mindfulness Network.

### **The key responsibilities are summarised below:**

- to develop a Communications Strategy that encompasses marketing and public relations functions for both internal and external audiences
- to plan, implement and lead on marketing campaigns
- to ensure that the MN promotes a consistent message, in line with its vision, to all of its internal and external audiences
- to create pages, write content and update the website(s)
- to create print and online marketing materials, including newsletters, flyers, adverts, etc.
- to manage and grow our mailing list
- to effectively use our social media sites, including placing Facebook adverts, to disseminate information and drive traffic to our website
- to research and develop new marketing and publicity opportunities
- to engage our staff and associates in marketing efforts including writing blogs and disseminating flyers to their networks
- to encourage staff and associates to get involved in our marketing efforts through writing blogs, disseminating information, etc.
- to engage with other communications/marketing activities as they arise

## Person Specification

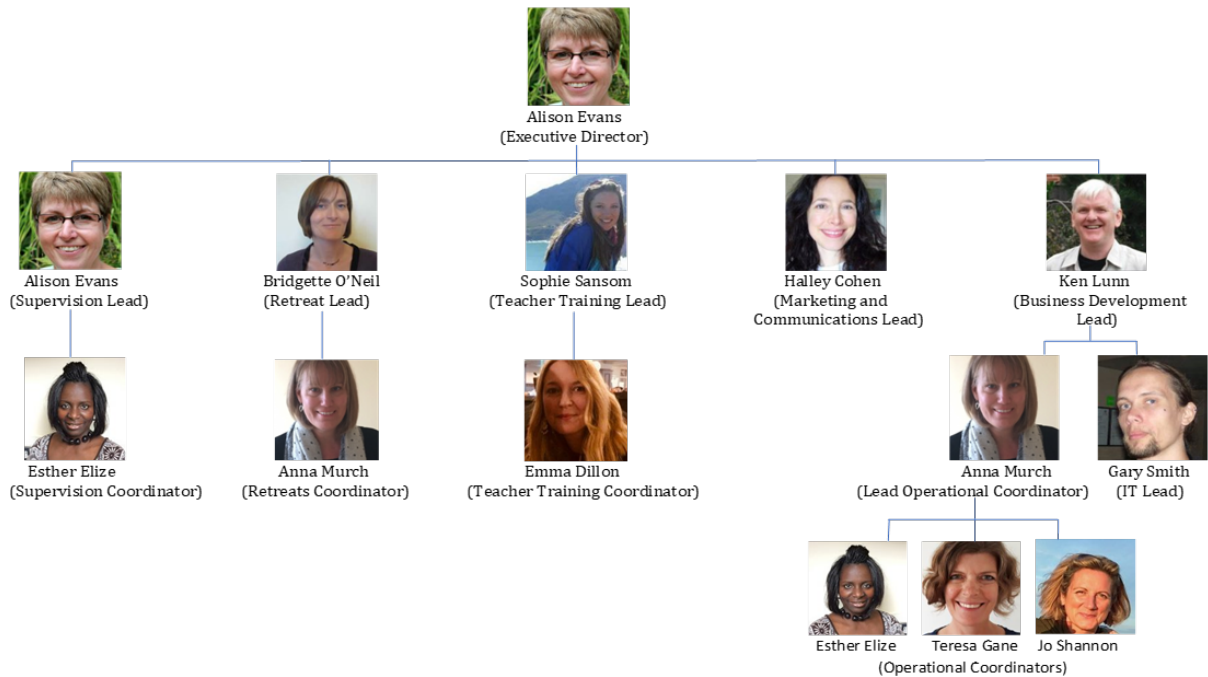
Requirement	Essential	Desirable
Qualifications and Professional Training	Degree-level qualification or equivalent experience	Further postgraduate qualification in communications/marketing  Completion of an 8-week mindfulness course or further mindfulness training
Experience/Knowledge	A high-level knowledge and experience of marketing and communications  Significant experience of creating engaging marketing content across a range of digital channels, including planning, implementation, monitoring and evaluation  Experience of planning, implementing and reporting on digital marketing campaigns including email marketing, SEO, digital advertising, affinity building and social media marketing	Experience writing grant proposals  Fundraising experience
IT Skills	<ul style="list-style-type: none"> <li>• Microsoft Word</li> <li>• Microsoft Excel</li> <li>• Mailchimp</li> <li>• Social media (Facebook, Twitter, etc)</li> <li>• Wordpress (working knowledge is a minimum requirement)</li> <li>• Google Analytics</li> <li>• SEO</li> </ul>	<ul style="list-style-type: none"> <li>• Slack</li> <li>• Powerpoint</li> <li>• Video editing</li> <li>• Zoom/Skype</li> </ul>
Personal qualities and attributes	Excellent verbal and written communication	Experience of working with colleagues in different geographical locations

	<p><b>skills, including strong writing skills</b></p> <p><b>Ability to develop effective marketing strategies within very small budget</b></p> <p><b>Highly developed interpersonal skills</b></p> <p><b>Ability to work independently and within a team</b></p> <p><b>Ability to work with minimal supervision and manage own workload</b></p> <p><b>Ability and willingness to work flexibly</b></p>	
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## Accountability

The Marketing and Communications Lead is accountable to the Executive Director (Alison Evans) and Trustees. Annual reviews will be conducted with the Executive Director.

### The Mindfulness Network Staff



## Location and working hours

The role can largely be done flexibly over a week. There are set times for meetings, and a need to track some items regularly, but outside of that, the work can be undertaken to suit the individual. The individual will be expected to work from home and have access to the internet.

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## Remuneration

The role is not structured and does not necessarily lend itself well to a strict routine. Some flexibility is required to respond to queries and planning requirements as and when they arise.

£11,700 per annum for 15 hours per week. There will be 25 days paid holiday.

In addition, the role holder would receive:

- A fully-funded place at our Mindfulness Network annual staff gathering including standard class travel and accommodation
  - Option to join the company pension scheme
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## For more information and to apply

**If you wish to apply, please provide the following materials as email attachments, clearly labelled with your name. Please do not send the materials within your email.**

- a covering letter, stating why you wish to apply
- a CV showing how you meet the person specifications
- contact details for two references (at least one from a previous employer). We will only contact references if you are invited for interview.

Please send your application materials to Esther Elize at [info@mindfulness-network.org](mailto:info@mindfulness-network.org).

If you have queries about the post, please contact Halley Cohen (Communications Lead) at [halley@mindfulness-network.org](mailto:halley@mindfulness-network.org).

**Please note the following dates:**

- Closing date for applications is **Friday 14 June** at 5:00pm.
- Shortlisting will take place by **Wednesday 26 June**.
- Interviews will be held online via Zoom on **Monday 1 July** between 11:00am-3:00pm.