

## HARTLEPOOL AND EAST DURHAM MIND

### **JOB DESCRIPTION**

Post Title:                    TRAINEE DIGITAL AND SOCIAL MEDIA ASSISTANT  
Responsible to:            CEO  
Accountable to:            HED Mind

Hartlepool & East Durham is committed to a community, social, context based & trauma informed approach to working with individuals & groups experiencing distress & challenge. We believe in developing a full understanding of the complex causes of distress & in working in a person-centred way, collaboratively, to support practical & positive change.

### **CONTEXT**

The person we are hoping to find will work within a small team at Hartlepool and East Durham Mind. The role is to support the CEO and Senior Management Team in development and delivery of the digital marketing strategy. Managing and maintaining social media sites, including Facebook, Twitter and Instagram. Also maintaining and updating the Hartlepool and East Durham Mind website.

### **JOB ROLE & PURPOSE**

This team member will work within the Hartlepool and East Durham Mind team, providing excellent IT / technical and digital skills to the entire project, helping to improve and grow access to the digital project. Actively promoting the value of the digital space

### **MAIN DUTIES AND RESPONSIBILITIES**

#### **1. TECHNICAL**

- 1.1. Work alongside the team to help develop online marketing materials that drive engagement on social media sites.
- 1.2. Develop an organisational Digital Inclusion Strategy referencing other existing support and activity to address all key DI issues - awareness, skills & confidence / equipment / access to data
- 1.3. Build a team of Link Coaches, helping and supporting each other to gain, maintain and develop digital comfort and security
- 1.4. Produce engaging content for blogs and social media sites
- 1.5. Manage social media campaigns
- 1.6. Attend multi-disciplinary meetings relating to relevant services and activities in the area
- 1.7. Accurately and regularly complete all service requirements relating to record keeping and data collection
- 1.8. Keep suitably comprehensive and coherent records of all activity in line with project protocols
- 1.9. Actively engage with all evaluation and review protocols introduced
- 1.10. Work within an anti-discriminatory framework, promoting equality of opportunity for all

#### **2. PROFESSIONAL**

- 2.1. Ensure the maintenance of standards of practice and keep up to date on any new recommendations/guidelines
- 2.2. Ensure that client confidentiality is protected

- 2.3. Be aware of, and keep up to date with research regarding mental health and wellbeing
- 2.4. Attend team meetings, training and conferences appropriate to this post
- 2.5. Attend supervision on a regular basis as agreed with your line Manager
- 2.6. Participate in individual performance review and respond to agreed objectives
- 2.7. Participate in a range of individual and collective evaluation processes including observations
- 2.8. Keep up-to-date records in relation to CPD

### **3. GENERAL**

- 3.1. To speak openly and honestly about your work, approach and experience to help yourself, team and organisation move forward responsibly
- 3.2. To contribute to the development of a brilliant atmosphere, sense of shared goals and creating best practice within and without the organisation
- 3.3. To maintain up to date knowledge of legislation, national and local policies and procedures in relation to Mental Health and Primary Care services
- 3.4. Take appropriate responsibility for your own health and safety and the health and safety of colleagues, and those engaged in, or connected to, your work, that of the team and of the organisation
- 3.5. Comply with Data Protection Act (2018) GDPR (2016) and security and confidentiality policies within your work and the organisation
- 3.6. It is the responsibility of all staff that they do not abuse their official position for personal gain, to seek advantage of further private business or other interests in the course of their official duties

It is impossible to write down every task or activity that you may be required to do or be involved in. There will be times when more is required and the job is likely to evolve to include new tasks. All of the above are intended to draw a broad picture of what we would need and want you to do. Please be prepared to discuss, challenge and extend your activity within the context of your team if you believe that we can do better, and in the pursuit of the best possible shared results!