



# National Survivor User Network

## SYNERGI SOCIAL MEDIA & COMMUNICATIONS OFFICER

**CONTRACT: FUNDED UNTIL SEPTEMBER 2025**

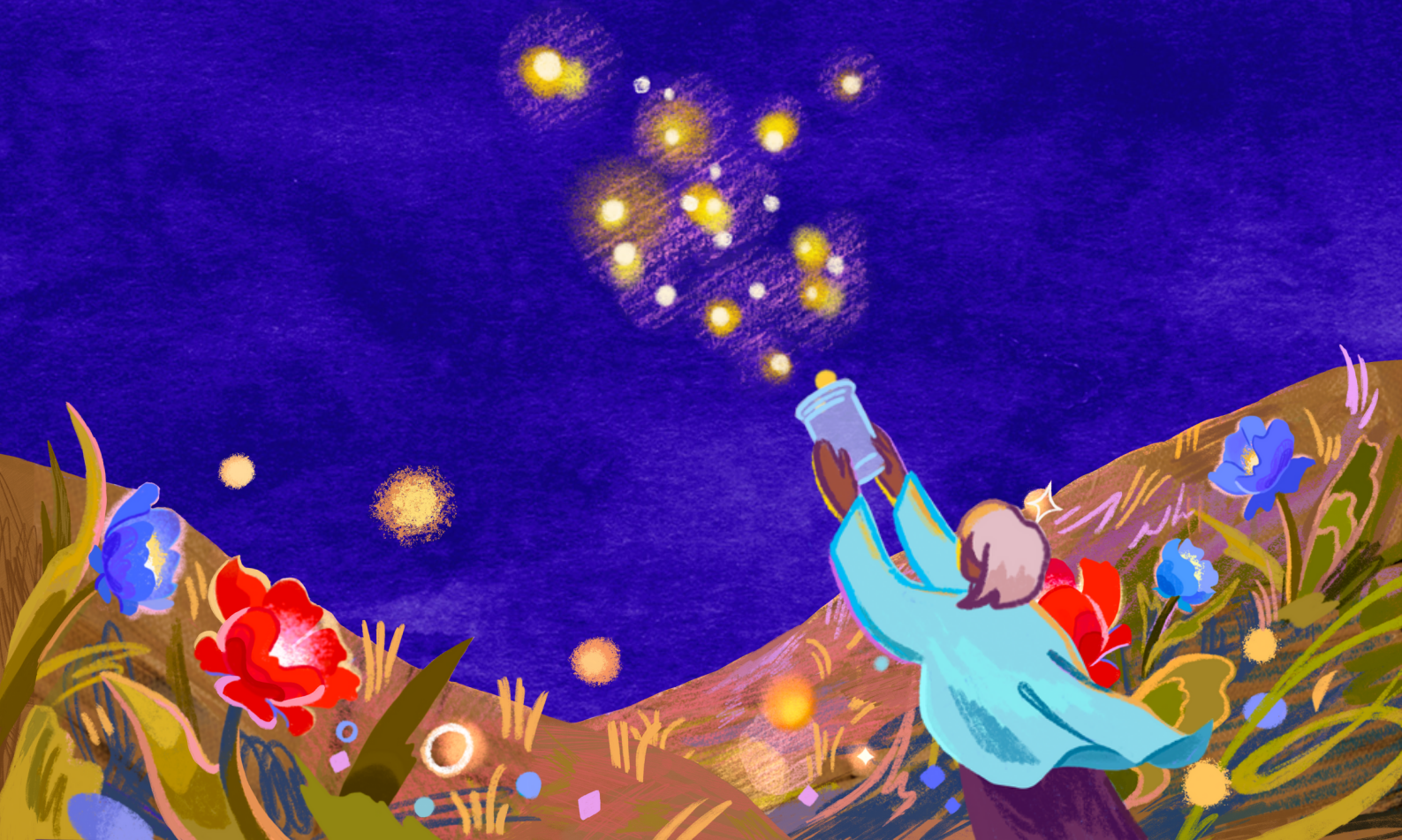
**SALARY: £24,768 PER YEAR (FTE £30,960)**

**HOURS: 4 DAYS PER WEEK (28 HOURS)**

**LOCATION: HOME-BASED/REMOTE FROM WITHIN THE UK**

**DEADLINE: 9.00AM ON WEDNESDAY 31ST JANUARY 2024**

**INTERVIEWS: TUESDAY 13TH FEBRUARY 2024**



# ABOUT SYNERGI

**Synergi** is a programme of work which focuses on the intersection of racial justice and mental health. It had a previous iteration as a knowledge hub, bringing together research and network building.

In its new iteration it is hosted by **NSUN**. In this **new phase of Synergi**, our focus is on shifting power and resource to grassroots groups and community organisers working on the intersection of racial justice and mental health. We will be working with people doing lived experience work on the ground, who are imagining and building alternatives. We want to connect, amplify, celebrate and resource this work.

Synergi has four main workstreams:

1. **Grants Programme** – Small grants programme redistributing resources to grassroots and user-led groups working on mental health and racial justice.
2. **Community Responses to Mental Health** – This work will include those funded under round 1 of our grants scheme but also round 2, with the aim to support the work that has historically already been done in this space. The activities under this workstream will be guided by the needs of the community in shifting the conversation around mental health and racial justice.
3. **Supporting Movement Spaces** – We are aware that grassroots activism often lacks access to resources so, in addition to the grants scheme we are working to support this work in a variety of ways, both practically but also holistically to ensure that those working on the front line are sustained and replenished.
4. **Remembrance As Resistance** – This workstream will address the historical epistemic imbalance of activism by racialised communities in the UK by documenting this work whilst also creating intergenerational conversations and networks.

Mental ill-health, distress or trauma is often caused by and/or exacerbated by racial injustice and carceral forms of state violence. Our aim is for Synergi to support the work of groups at the frontline of challenging this, and to effectively contribute to building collective memory and power on mental health and abolition.

Funding from Lankelly Chase is secured until September 2025, and it is hoped that additional funding will be secured to allow Synergi to continue to grow beyond this period.

## ABOUT NSUN

**NSUN** is a charity and a membership organisation. We are a network of grassroots, user-led mental health groups and people with lived experience of mental ill-health, distress and trauma. We connect, support and amplify the voices and work of our membership and work towards the redistribution of power and resource in mental health.

NSUN is a user-led organisation, and all staff and trustees have lived experience of mental ill-health, distress or trauma.

Over the past couple of years, NSUN has scaled and changed. This is an exciting time to join an organisation which is growing and **embarking upon an exciting new strategic direction**, focussed on doing things differently in mental health and beyond.

## ABOUT THE ROLE

We are looking for someone with relevant skills to be responsible for the day-to-day management and execution of Synergi's communications strategy and development of our social media presence. Thinking creatively and working proactively will be an essential part of the role to provide an engaging experience for the Synergi community and to grow our reach and support within defined audiences. **We would particularly welcome applications from individuals from marginalised or racialised communities.**

Specifically, we are looking for someone with the following skills and experience:

- Lived experience of mental ill-health, distress or trauma, a very strong understanding of what it means to come from a racialised background, with a passion for Synergi's mission and work, and the ability to communicate it effectively to a wide variety of stakeholders
- Experience and passion for developing and managing social media channels and communities
- Excellent written and oral communication skills, including close attention to detail and experience of writing for a range of audiences and/or outlets, including websites and social media
- Proactive, flexible and responsive, with strong interpersonal and relationship management skills and the ability to work independently

The deadline for applications is **9am on Wednesday 31st January 2024**. If you would like to discuss this role in more detail please contact Debbie, Synergi Director, at [debbie.solomon@nsun.org.uk](mailto:debbie.solomon@nsun.org.uk). If you require this recruitment pack in a different format, please let us know by emailing [info@nsun.org.uk](mailto:info@nsun.org.uk).

Interviews will take place for shortlisted candidates on the **13th February 2024**.



# MAIN TERMS AND CONDITIONS

- **Contract:** funded until September 2025
- **Salary:** £24,768 per year (FTE £30,960)
- **Hours:** 4 days per week (28 hours). Enquiries about flexible working are welcome, although there is a preference that the post-holder can work on Monday to Wednesdays
- **Reports to:** Synergi Director
- **Location:** home-based/remote from within the UK (NSUN does not have a physical office). Some occasional travel (usually to London, Sheffield or Manchester) for team meetings (travel costs are reimbursed)
- **Holiday:** based on a 28-hour working week: 20 days plus a pro rata allowance for bank holidays, rising by 0.8 days after every year of service to a maximum of 26.5 days per year before bank holidays
- **Pension and benefits:** NSUN offer an automatic enrolment pension scheme starting with employee and employer contributions of 3.5%, with the option of employer matched contributions to 6% and Employee Assistance programme (EAP) and an optional Health Care plan with HSF
- **Probationary period:** 6 months
- **Notice period:** 1 week during the first 8 weeks, rising to 1 month until the end of the probation period. Following the successful completion of the probationary period notice rises to 2 months
- **Disclosure and Barring:** due to the nature of our work, you will be required to have a check with the Disclosure and Barring Service (DBS) for which NSUN will cover the cost. NSUN is an equal opportunities employer and seeks to encourage applications from all sections of the community. Having a criminal record will not necessarily exclude someone from obtaining or retaining a paid role with us.

# JOB DESCRIPTION

## Digital Communications

- Delivery of Synergi's communications strategy, including the development of key messages and campaigns
- Effectively plan, deliver and manage social media activity particularly in partnership with the Synergi team
- Monitor, improve (through testing and optimisation) and report on the performance and effectiveness of social media content and campaigns to inform future content and communications activity
- Collect content for and create the monthly Synergi e-bulletin (newsletter)
- Managing the organisation's social media presence, including creating engaging social media and other visual content that conveys Synergi's work and messages to our stakeholders
- Explore new digital content formats, such as film, animation, infographics and podcasts
- Alongside the Director, draft, proof-read and maintain website copy and content

## Website

- Lead on website content projects to create new sections and improve content across the site
- Create content that follows our brand guidelines and is relevant to our audiences
- Ensuring the brand is properly and imaginatively presented.
- Propose changes to the website, based on data and research, to improve accessibility, search engine optimisation (SEO) and the site's engagement with our audiences
- Analyse website activity and produce reports to highlight trends and areas for improvement

# JOB DESCRIPTION (CONT.)

## Events

- Being responsible for co-ordinating events including the registrations forms for online events, peer support groups etc
- Leading on arranging face to face events, coordinating with the venue, speakers etc

## Publications and materials

- Alongside the Director and wider Synergi team, produce, proof-read and disseminate materials including articles, key publications and resources for the website, annual reports, and videos

## Media and press

- Help to coordinate Synergi's responses to media, including press releases and statements, and act as a secondary contact for media enquiries
- Help to monitor and build connections with a network of media contacts, identifying opportunities to increase the organisation's profile and maximise engagement

## General

- Providing additional administrative support across the organisation as required
- Administrative tasks supporting the Operations Manager with Data Protection Compliance
- Any other duties as required by your line manager and commensurate with the role

# PERSON SPECIFICATION

The following skills, knowledge and experience are required to carry out this role. There are some which we have suggested are beneficial but not essential to have.

## Essential

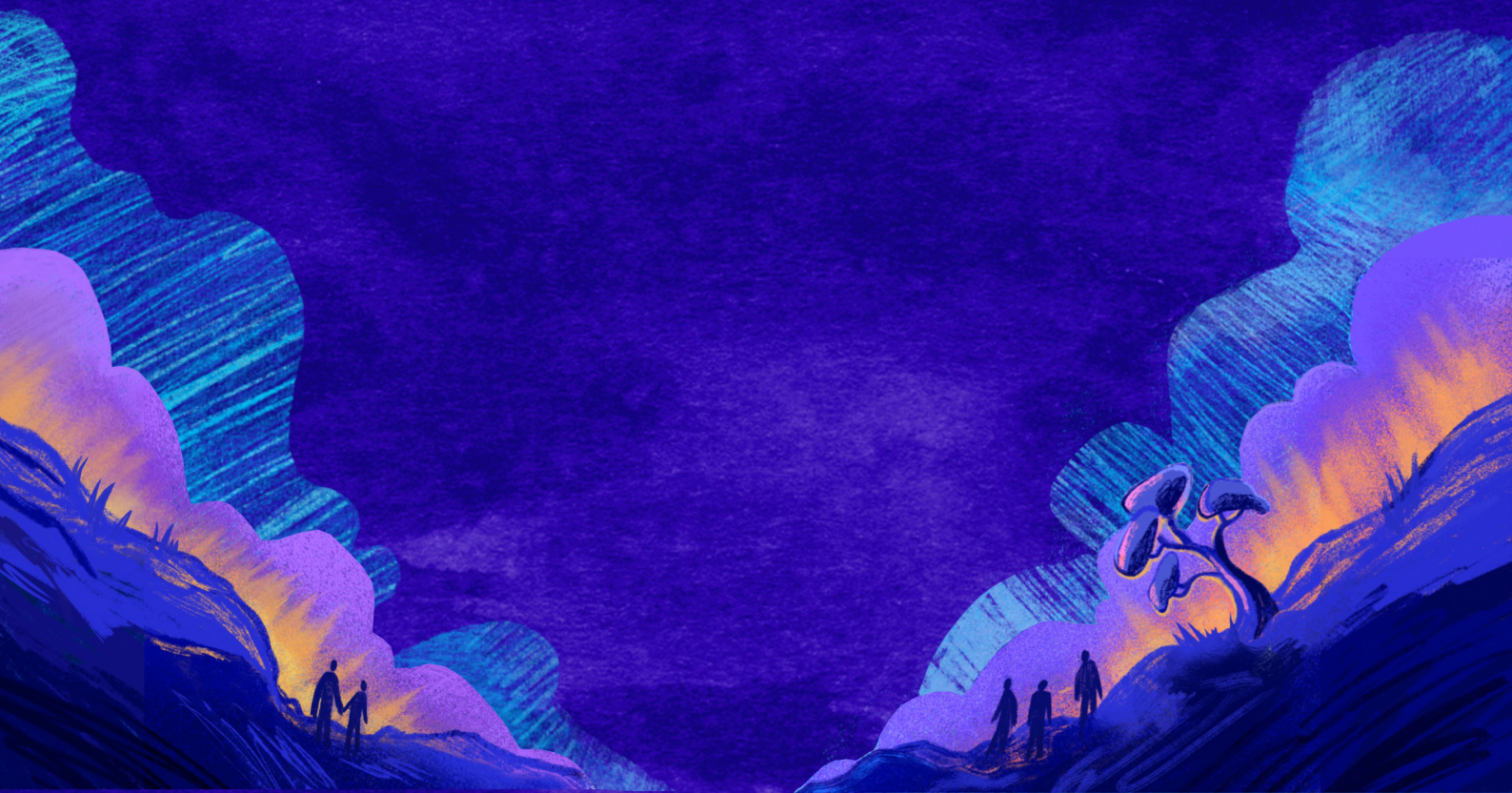
- Lived experience of mental ill-health, distress or trauma. **(When addressing this point in your application, please do not feel the need to disclose anything in detail: we are more interested in how your lived experience informs your ways of working and/or your interest in the role)**
- A good understanding of how mental health is talked about online from the perspective of racialised people with lived experience of mental ill-health, distress, or trauma
- Proven skills in communicating, developing and managing social media channels including experience of creating content and writing for a range of audiences/outlets including websites and social media
- Strong organisational skills with the ability to prioritise work effectively and to work autonomously, including to deadlines with the ability to delegate tasks well and the ability to work well in a remote team
- Excellent written and verbal communication skills in a wide range of formats
- Experience using Microsoft 365, including Excel, Word etc and with attention to detail

## Beneficial

- Skills in digital software such as Canva or Affinity, podcasting platforms, and/or video editing software
- Previous use of CRMs and mailing software
- Knowledge and experience of grassroots user-led organisations and the challenges facing the user-led sector



- Experience writing press releases
- Previous use of Wordpress and a basic understanding of SEO
- Experience of planning, delivering and optimising social media campaigns
- Skilled in digesting information quickly with excellent attention to detail



# APPLICATION AND INTERVIEWS

The recruitment process consists of an application form, a first interview and short task for longlisted candidates, and a second interview for candidates shortlisted after the first interview.

To apply, please complete and send the following two documents to [info@nsun.org.uk](mailto:info@nsun.org.uk). Please include “Synergi Social Media and Communications Officer” in the email subject line.

Click on the links to download:

1. **Application form** - if you would prefer, you are welcome to send us a short video or audio file (no longer than 6 minutes) to answer the “Synergi ethos and approach”, “Lived experience”, and “Supporting information” sections of this form. The rest of the form must be completed or returned. We do not accept CVs or cover letters.
2. **Equality Monitoring Form**

Your details will be handled in line with our **Privacy Policy**.

On completion of all the above documents by **9.00am on Wednesday 31st January 2024**, we will acknowledge receipt of your application. We regret that late applications will not be considered. You can find out more about NSUN **by visiting our website**. If you would like to discuss this role in more detail please contact Debbie Solomon (she/her), Synergi Director, by emailing [debbie.solomon@nsun.org.uk](mailto:debbie.solomon@nsun.org.uk).

## First interview and task

Longlisted candidates will be emailed a brief written task one week before a first interview, to be completed before the interview. The task should take around an hour to complete. It will be considered alongside the interview question answers (and ‘weighted’ the same as one interview question in scoring).

We will email you a meeting invite, which includes a link to the interview, in advance. We will send you the questions for the first interview the day before the interview.

Interviews will be held online using Zoom with Debbie Solomon (she/her), Synergi Director, Alaina Heath (she/her), Synergi Project Officer, and Gabrielle Johnson (they/them), NSUN's Communications and Membership Officer on **Tuesday 13th February 2024**.

## **Second interview**

For candidates shortlisted at the first interview/task, there will be a short and more informal second interview with Jen Beardsley, NSUN's Interim CEO. The purpose of this interview is to be more conversational so you will not receive questions in advance, but we will provide you with an idea of the topics we'll be talking about. It is a chance to find out more about your interest in the role, what you would like to get from it, and how you prefer to be managed and supported. It is also a chance for you to ask any questions about the role, organisation, and job description.

We will aim to inform you of the outcome of the recruitment process on the day of your second interview. Please note that more than one candidate is likely to be put through to this second stage interview.

Please let us know if you require any adjustments to the application and/or interview process for you to participate and we will do our best to accommodate these.

## **Communications and feedback**

All applicants will receive a response from us to confirm whether they have been selected for an interview. We aim to give at least half a week's notice ahead of the interview date.

All applicants who attend an interview will be offered feedback. It is not possible for us to give individual feedback if you have not been selected for an interview.

Thank you very much for your interest in this role. We look forward to hearing from you.



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**REGISTERED CHARITABLE  
INCORPORATED ORGANISATION IN  
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