



Basingstoke Counselling Service, a registered charity, was founded in 1985 by a small group of local therapists wanting to provide mental health support to the local community. Since then, the Service has flourished to become a busy, vibrant counselling and training centre, managed by a talented team of clinical and non-clinical staff, dedicated to improving the emotional wellbeing of our community.

We achieve this in two ways. Firstly, we offer one-to-one and couples counselling for adults, via a team of counsellors who provide a professional and affordable service. Our counsellors are supervised and practise within the BACP Ethical Framework for the Counselling Professions.

Secondly, we provide a range of training courses for those interested in supporting others with mental health difficulties. We have a long heritage of running highly regarded courses from one-day CPD workshops through to a three-year BACP Accredited Diploma in Psychodynamic Counselling.

Based in central Basingstoke (a stone's throw from War Memorial Park and the town centre shops and transport links), we have a suite of eight rooms used for counselling, training and administration. All of these rooms have recently been refurbished to a high standard, making BCS a very pleasant and welcoming work environment!

This is an exciting time for the Service as we are experiencing a sustained period of growth. To ensure that we continue to deliver high quality services to all our users it is imperative that we recruit talented and committed individuals to complement the current team and help us continue to develop and grow the Service.

To minimise our impact on the environment and ensure efficient work practises, all of our systems are now digital.

We understand that discrimination and inequality exist in our society. As an organisation, we aim to treat everyone with dignity and respect, and therefore challenge ourselves regularly to ensure we achieve this. We do this by listening and responding to feedback and regularly reviewing our approach to equality, diversity and inclusion.



Job Description

Role title	Events, Marketing and Communications Manager
Reporting to	Co-Directors
Employer	Basingstoke Counselling Service
Location	Goldings, London Road, Basingstoke, RG21 4AN. Alternatively, this can be a hybrid role, with some hours worked remotely.
Working hours	22.5 hours per week. This role includes some weekend working when events are taking place.
Salary	£30,000 to £35,000 FTE per annum (dependent on experience), plus contributory pension scheme. BCS works to a 37.5 hour week.
Term of contract	Permanent
Holidays	25 working days pro rata per annum plus public holiday entitlement (also on a pro rata basis). In addition, Christmas closure entitlement will be applied after one full year's service.
Start date	July to September (dependant on availability over the summer)
Closing date for applications	9am on Monday 11 th July 2022
Interview date	Week commencing 18 th July 2022
To apply	Send a CV and covering letter to julia.charlesworth@basingstokecounselling.org.uk
For an informal chat about the role	Please contact Julia Charlesworth on 01256 843125 or julia.charlesworth@basingstokecounselling.org.uk

Overview of the post

We are seeking a suitably innovative and experienced professional to be responsible for all our events, marketing and communication needs. This is an exciting time to take on this newly developed role and join our growing team, at a time of expansion for the Service as a whole.

A key purpose of the role is to deliver a full annual Continuing Professional Development (CPD) programme made up of a range of events across the year. These include one day workshops, longer advanced courses (up to 50 hours in total) and an internal programme for our in-house counsellors. The postholder will be responsible for ensuring the smooth and efficient running of events whilst working within an allocated budget and maximising revenue to support the charitable areas of the Service. Identifying appropriate subject areas and recruiting speakers that will attract both internal and external delegates will be imperative to the success of the role and these decisions will be made in conjunction with other key team members.

Alongside this, we would like to run events to promote our counselling and training services, to coincide with local events, e.g. Basingstoke Live, or with key dates in the mental health calendar, e.g. Mental Health Awareness Week.

We would like the candidate to take responsibility for ensuring that our marketing and communications across all functions is consistent and on brand. The postholder would also be responsible for developing our social media strategy.

This postholder will work closely with the managers of the other functions, and be supported by a committed administrative team, comprising one full-time and two part-time administrators and an Office Manager, who provide support for all aspects of the Service.

There are two Co-Directors who work collaboratively to manage the Service, with each taking a lead on a key Service function. However, for line-management purposes, the postholder would be primarily reporting to one Co-Director only.

Duties and responsibilities

- Be responsible for the efficient and effective operation of the internal and external CPD provision
- Produce and work within an annual events, marketing and communications budget. Monitor ongoing income and expenditure, identifying and implementing corrective action when necessary
- Identify and develop new revenue streams within the CPD marketplace
- Develop, implement and regularly review an annual marketing and communications plan to promote our counselling, training and CPD services to the appropriate audiences
- Create brand guidelines for implementation across the Service
- Be prime custodian of the BCS website
- Ensure compliance with regulatory requirements, e.g. GDPR, and adherence to internal policies and procedures, ensuring these are reviewed at least annually alongside the Co-Directors
- Contribute to the smooth operation and running of BCS as a member of the Senior Staff Team alongside the Co-Directors and Managers of the Service's other functions.

Events, Marketing and Communications Manager

Person Specification

Knowledge and experience	<ul style="list-style-type: none">• Experience of event management from concept to delivery• Experience of developing and implementing a marketing and communications strategy• Knowledge of brand guidelines and their importance• Knowledge of GDPR and other regulatory requirements and how they relate to this role
Skills	<ul style="list-style-type: none">• Highly effective organiser• Excellent written and verbal communication• Ability to problem solve and remain calm and objective under pressure• Ability to work effectively both independently on own initiative and as part of a team• Strong networking skills• A creative flair• High level of computer literacy
Other	<ul style="list-style-type: none">• A willingness to work occasional weekends (mainly Saturdays) when events are taking place
