

Hospital Rooms Social Media Trainee

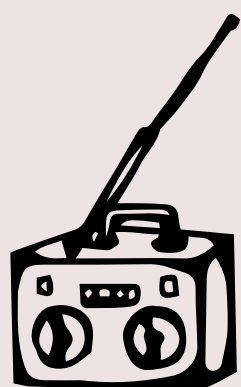
Location of role:
London, Bow E3

Placement hours: 30

Working pattern:
P/T, 4 days a week

Placement length:
12 months

Salary:
£13.15/hour



ABOUT
HOSPITAL
ROOMS

Job Description

Hospital Rooms is an arts and mental health charity that was co-founded by artist Tim A Shaw and curator Niamh White after a close friend was sectioned under the Mental Health Act. They were shocked to find that the environment that she was in at this very distressing time was not only cold and clinical, but also dilapidated and run down.

Hospital Rooms brings extraordinary art and creative activity to some of the most vulnerable and marginalised members of society. So far, we have undertaken a number of acclaimed projects, completed in some of the most challenging mental health settings. These units look after people with severe and enduring mental health conditions such as schizophrenia, bipolar, depression, mania, psychosis, personality disorders and dementia.

We commission world class artists to work with mental health patients and staff in collaborative and responsive workshops. Together, we are radically transforming bleak clinical environments and making them imaginative and thoughtful. When our projects were put on pause due to Covid-19 we launched the Hospital Rooms Digital Art School, a weekly creative workshop hosted by leading artists for mental health units and the general public. So far we have reached over 100 mental health services in 36 countries.

In 2023, Hospital Rooms became an Arts Council England National Portfolio Organisation. We have become recognised as a national leader in our field with our work being profiled in the international press.





As part of the STEP programme, Hospital Rooms is seeking a passionate and creative team member to join our Marketing Team to create social media content. Through our creative projects, we aim to make a positive impact on people's lives and promote inclusivity and diversity in the field of mental health. This is a fantastic opportunity for someone who is keen to pursue a career in Design or Marketing.

In this role, you will have the opportunity to learn about the work of a growing arts and mental health charity, and will gain skills to support your career development. Our new team member will be passionate about social media and design and an enthusiastic self-starter, bursting with ideas to share with our wider team.

Creating extraordinary artwork is what drives us, so you must have a strong interest in contemporary visual arts and culture. As the Social Media Trainee at Hospital Rooms, you will support the Marketing & Communications Manager to nurture and grow our Hospital Rooms community through the creation of vibrant and thoughtful content across all platforms.

TASKS AND RESPONSIBILITIES

- Support the Marketing & Communications Manager in developing and executing marketing campaigns.
- Support the delivery of content for social media channels, email marketing.
- campaigns, website content, partnership materials.
- Support the creation of engaging, audience-focused content across channels.
- Create and produce social media assets in-house to promote current projects.
- Edit and cut short film clips.

- Manage responses to followers in a way that represents our brand tone of voice and customer service guidelines.
- Tracking key social media metrics.
- Maintain files and folders, ensuring all content is up to date and accurate.
- Ad-hoc design tasks as and when required. This may include the creation of printed materials such as posters and booklets.
- Support the team on various administrative tasks.
- Keep up to date with best practice and trends in social media marketing and design.

SKILLS AND EXPERIENCE

- A strong eye for design/imagery and a keen interest in pursuing a career in Design or Marketing.
- Excellent written and verbal communication skills with a keen eye for detail.
- A highly organised, collaborative, proactive self-starter.
- A strong ability to work alongside a team, communicating effectively.
- Experience juggling multiple tasks with varying priorities.
- Experience in editing short video content.
- Knowledge of graphic design tools such as Adobe Creative Cloud (including Adobe Illustrator, InDesign, and Photoshop), Canva, Final Cut Pro and CapCut (training will be provided in the role).
- Ability to understand Hospital Rooms tone of voice and strong belief in the mission of the charity.
- Empathy and understanding of mental health issues and a willingness to learn more about the places in which we work.
- A demonstrable design portfolio, or examples of your previous visual and copywriting work.
- Knowledge of social media platforms and analytics.



TRAINING

During the course of this traineeship you will have the opportunity to develop skills, for example:

- An understanding of how Hospital Rooms works and how a charity is run.
- Effective teamwork and time management.
- An ability to write content for wide-ranging audiences.
- Graphic design and video editing skills across a range of print and digital formats.
- An understanding of social media marketing strategies.

We will offer you the following training and support throughout the period of your internship:

- Training in Safeguarding.
- Introduction to the unique settings in which we work.
- 1:1 support, guidance, and mentorship.
- On-the-job learning and the opportunity to shadow team members.
- Training on how to use any technology or tools required for the role.

Note: A degree is not a requirement in order to apply for this role.

BENEFITS

Hospital Rooms is a friendly and creative team, based out of a bright and modern office in East London.

We offer our team:

- 22 days holiday per year (pro-rata) plus bank holidays.
- 3 mental health days per year.
- Access to a health & wellbeing programme, including therapy & counselling.
- Team outings to art exhibitions and cultural events.
- Investment in personalised training and skills development priorities.

EMOTIONAL & WELLBEING

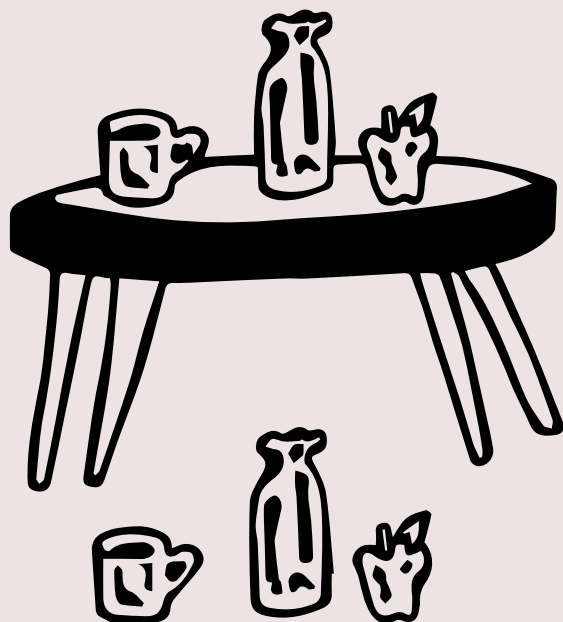
While the vast majority of our visits to wards are very positive experiences, we recognise that our work takes place in unusual and potentially challenging environments, and that we have a duty of care to provide you with emotional and wellbeing support while working with us.

Before visiting any of the services we work with or running a workshop, Hospital Rooms will brief you thoroughly on what to expect from being in that particular setting. Throughout the project, there will be a variety of options to provide you with support, whatever your circumstances or needs.

Your line manager will be available to talk to you within the working week about anything that is troubling you, whether directly or indirectly related to the project. In addition our Trustee board is also available for support upon request. You will also have access to the 24-hour helpline and counselling service that is available to our staff.



ABOUT STEP



STEP is a training programme for young East Londoners local to the Olympic Park, who are ready to bring ideas, creative energy and perspectives to the creative and cultural sector.

YOU MUST BE

- Aged 18 to 30
- Resident of Hackney, Newham, Tower Hamlets and Waltham Forest and have attended school or college in these boroughs

Through STEP, you'll get paid London Living Wage over a 12-month training programme to develop a range of skills and creative approaches and build on your network across different organisations or departments. You'll complete a work-based placement, grow as part of a peer network, take part in regular professional development workshops, and get a budget to produce a collaborative project. We'll also connect you with a specialist industry mentor, provide careers coaching and continue to offer support as part of our community after the programme.

HOW TO APPLY

Apply Now

Complete our STEP application form by 10am on Friday 23 February 2024.

You can upload video or audio responses.

FOR MORE INFORMATION

If you require information in an alternative format, or want to speak to us about any access requirements, please contact us at goodgrowthhub@anewdirection.org.uk

Go to the Good Growth Hub website to find out more here about the STEP programme, book in to attend one of our information sessions, hear from STEP alumni and read out application guide for some expert tips.

<https://goodgrowthhub.org.uk/what-we-do/programmes/step-10>