**POST TITLE:**         Events Marketing Manager

**Contract Type:**        Self-Employed Contract

**Responsible to:**       CEO

**Location:**                Remote

**Contract Length:** April- September

**Contract Amount:** To be Negotiated

​

**Closing Date:**             15th March 2022

**THE ROLE**

Trauma Healing together is a new registered charity requiring an organised, creative, and innovative person or organisation to promote and market our 2022 Perth and Kinross Mental Health and Wellbeing Festival. You will be responsible for increasing awareness and audience reach of the festival and the organisations involved. The overall aim of this role is to increase the number of people attending the event not just increase the audience reach.

**DELIVERABLES**

 You will be required to market the event and help us to achieve the following:

1. 200 people to attend live event
2. 200 people to live stream the event
3. 200 views on event recordings
4. Generate donations worth £2500
5. Support the comms team to engage with 10 media outlets
6. To engage with 15 partner organisations
7. Support comms team to put together a plan to continue to reach audiences following the festival

You will be expected to deliver this by the end of the contract.

**ABOUT THE FESTIVAL**

After almost a year of people living in isolation, we wanted to bring people together with an event which supported people struggling with the after-effects of Covid-19. We created the festival as a way of achieving this and the first one was delivered in August 2021. The festival involved delivering the following:

* Workshops specific to well-being such as yoga and mindfulness as well as more creative tasks such as expressive writing workshops.
* Educational webinars designed to reduce stigma around mental health
* Q&A session with different organisations that provide mental health services in the area to increase awareness.

The other aim of the mental health festival was to raise awareness of mental health services and organisations in the Perth & Kinross area, raise the profile of Trauma Healing Together and forge links with other mental health organisations in the local area.

To deliver this festival, we partnered with 10 other Perth and Kinross third-sector organisations.

Additional information about the festival can be found in our Evaluation Report and the promotional brochure which was created for the 2021 festival.

**ABOUT OUR ORGANISATION**

As a charity we will work closely with people who have experienced psychological trauma and are living with the symptoms of this. We work in partnership with trauma survivors to improve their quality of life through therapy, training, and personal development, shaping future services and the understanding of trauma through research projects.

We promote an inclusive service that adapts the way it works to fit the needs and goals of our clients. We constantly improve our learning and knowledge to always ensure that we can effectively support each individual client in a way that works best for them.

As an organisation we thrive to be transparent and consistent. We are looking for a person who shares our values and has skills that can contribute to shape a small growing charity.

**OUR VALUES**

* Acceptance and mutual respect for the individuality, feelings, thoughts, and experiences of staff, volunteers and clients

* Authenticity and Transparency and a drive to demonstrate honesty and genuineness.

* Collaboration and a drive to work together with staff/volunteers/partners/board and clients to achieve a common goal.

* Autonomy and a belief that everyone has a right to make their own decisions and to know what is best for them.

* Curiosity and a desire to ask questions and expand on our knowledge and understanding of trauma.

* Creativity and an ability to think outside the box, find unique solutions and explore novel ideas to the benefit of our clients.

Please email [contact@traumahealingtogether.org](mailto:contact@traumahealingtogether.org) if you would like to find out more about this contract.