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| **Job Profile – Ambassador and influencer Officer**Join the team and be part of an organisation passionate about making the UK the best place for people with a learning disability to live happy and healthy lives.  |  |

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| **What will you do*** Support senior Media Team colleagues to engage with ambassadors and high-profile supporters in order to further broaden Mencap’s reach and impact
* Manage relationships with a roster of ambassadors (and their representatives)
* Deepen existing relationships with high-profile supporters (and their representatives) by encouraging understanding of Mencap’s work; sharing the case for support; and developing ideas to grow their involvement as a result​.
* Produce a quarterly newsletter for all ambassadors to keep them informed of Mencap’s work
* Keep up-to-date records of all high-profile supporters and ambassadors, including details of their interests, activities on behalf of Mencap and other organisations and their key contacts. Ensure all records are GDPR compliant.​
* Manage logistics of stewardship and content creation activities.
* Track performance of our use of ambassadors and high-profile supporters, driving learning through evaluation of outcomes .
* Monitor influencer profiles on social and traditional media, their involvement with other charities and opportunities for credible connection to learning disability; circulate opportunities to relevant internal colleagues and make approaches to engage them with Mencap’s work.
* Ensure equality and diversity is celebrated and considered as part of all decisions taken​
* Support the wider media / comms team with tasks when required, enquiries, social media support, content creation, and project research and development.
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| **What will you bring*** Excellent people-skills, as well as the ability to write and present information in a compelling and accessible way
* Tenacity – A proactive, ‘can-do’ attitude, eager and willing to learn, calm under pressure
* Proficient organisational skills - able to work on own initiative and contribute to team priorities
* Ability to use Microsoft Word, Excel, Outlook.
* Good knowledge of celebrity and influencer landscape, key social media platforms and how to jump on trends
* Ability to develop and maintain constructive relationships with external contacts and colleagues
* Inclusive and accessible when working with people from different backgrounds, including those with a learning disability.
* Excellent attention to detail and ability to meet deadlines.
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| **Your experience*** Competent using Microsoft Word, Excel, Outlook and Teams.
* Experience writing persuasive communications
* Experience working with agents of high profile people (desirable)
* Good knowledge of social media platforms
* Some experience with asset creation desirable
* Experience of working in a customer service and/or administration role (desirable)
* Sound knowledge of current affairs and the news media landscape.
* Some experience of working in a media environment
* Experience juggling multiple tasks, while still meeting deadlines.
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| **More information about this role** You will be working within the Communications department, reporting directly to the Heads of Media (job share) who oversee ambassador and high profile supporter relationships. You will work with colleagues across the organisation, including the Media team, Marketing, Digital and Content team, and Fundraising. You will also work directly with people with a learning disability, including Mencap colleagues and our Myth Buster ambassadors. |

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| **What will Mencap give you**As you type description here, the box will expand. |

**How to apply**

Please apply with an up to date CV that demonstrates your skills and experiences relevant to this position

**If you require any further information please contact our Recruitment team on 01733 246699**

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|  | **Mencap’s values and how they apply to this role** |
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| A pink flame on a black background  Description automatically generated | You will have a genuine passion for changing the lives of young people and supporting their transition into work. |
| A pink hearts on a black background  Description automatically generated | You will advocate for inclusion in the workplace and be a positive role model for learners. |
| A group of pink flowers on a black background  Description automatically generated | You will encourage learners to try new things and step out of their comfort zone, being brave when faced with new challenges. |
| A logo with hearts around it  Description automatically generated | You will highlight and celebrate how unique each learner is. You will positively approach their journey to employment.  |
| A pink sun with a smiling face  Description automatically generated | You will be kind, supportive and encouraging to everyone you interact with.  |