



Job description

The **UK Council for Psychotherapy (UKCP)** is the leading professional body for the education, training, accreditation and regulation of psychotherapists and psychotherapeutic counsellors. Our register of over 8,000 individual therapists is accredited by the Professional Standards Authority (PSA). As part of our commitment to work for public benefit, we strive to improve access to psychotherapy, to support and disseminate research, to improve standards and to respond effectively to complaints against therapists on our register.

Title	Communications assistant
Contract	One year fixed term
Reporting to	Senior marketing and communications officer
Direct Reports	None
Location	Hybrid working – working remotely and at UKCP, York House, 221 Pentonville Road, London, N1 9UZ or other locations from time to time.

Aim

The communications assistant will support the communications team in delivering UKCP's strategy and play a vital role in shaping how UKCP communicates.

They will work closely with other team members, providing administrative support to the team and helping the team deliver the organisation's communications strategy.

A key focus of the role is on supporting the team to produce high quality and accurate content within brand guidelines, editing and proofreading copy as required to help deliver clear, accurate and engaging content. By maintaining high standards of language and style, the communications assistant will help enhance the organisation's messaging, foster effective audience engagement and uphold a consistent brand identity across all communication channels.

Main Duties and Responsibilities:

1. Email communications:

- Assist in creating and sending bulk emails to UKCP members.
- Help to maintain the quality of the data on UKCP's email service platform (currently Pardot).

- Monitor the communications team and website email accounts, ensuring that queries receive a timely response.
2. Quality assurance:
- Proofread copy, editing as necessary for grammar, punctuation, clarity, tone and consistency, ensuring that it is on message, meets brand guidelines and maintains a professional standard.
 - Assist in the development of templates, style guides and other resources to streamline content production.
3. Collaborative support:
- Work closely with the communications team to generate ideas and support strategic initiatives.
 - Assist in creating copy for reports, presentations and internal communications.
 - Collaborate with team members to refine and repurpose content for different audiences and formats.
 - As and when required, support the team by updating the website and social media accounts, creating surveys (using survey software) and undertaking basic media monitoring.

This is not an exhaustive list and you are required to be flexible in your approach to carrying out your duties which may change from time to time to reflect changes in UKCP's approach to a culture of continuous improvement.

Person Specification

Essential:

- Experience in a communications, marketing or an administrative role.
- Can demonstrate excellent written skills – particularly copywriting, proofreading to a high level of accuracy and editing text.
- Able to produce high quality and accurate content within brand guidelines.
- Creative and innovative, with a passion for storytelling and content creation.
- Ability to prioritise and manage multiple tasks in a fast-paced environment.
- A collaborative team player who is also able to work independently.
- Adaptable and willing to learn new skills and tools.
- Strong organisational skills with a proactive approach to problem-solving.

- Commitment to equity, diversity and inclusion and ability to put this into practice.

Desirable:

- Understanding of key communication principles and strategies, including audience targeting and engagement.
- Familiarity with digital marketing trends and SEO.

Our values

Our values are central to us.

We recruit according to these values, appraise our people against them, embed them in our working practices with colleagues, ensure that UKCP's practice is continually informed by them and measure our impact against them.

- We believe in working with integrity throughout the organisation.
- We are innovative in our approach to member support and ensuring high standards of practice.
- We ensure that our policies are informed by data and evidence, wherever possible.
- We recognise the pluralism of the modality traditions upon which psychotherapy is based and encourage dialogue to promote understanding.
- We aspire to be courageous and inquisitive in the way we work.
- We seek to be inclusive, recognising the diversity of the society in which we live and work, and we strive to have respect for everyone we work with.
- We aim to work collaboratively with other organisations when it is in the public's interest to do so.
- We are reflective and seek to learn when things do not go as expected.