



**BREATHE**  
ARTS HEALTH RESEARCH



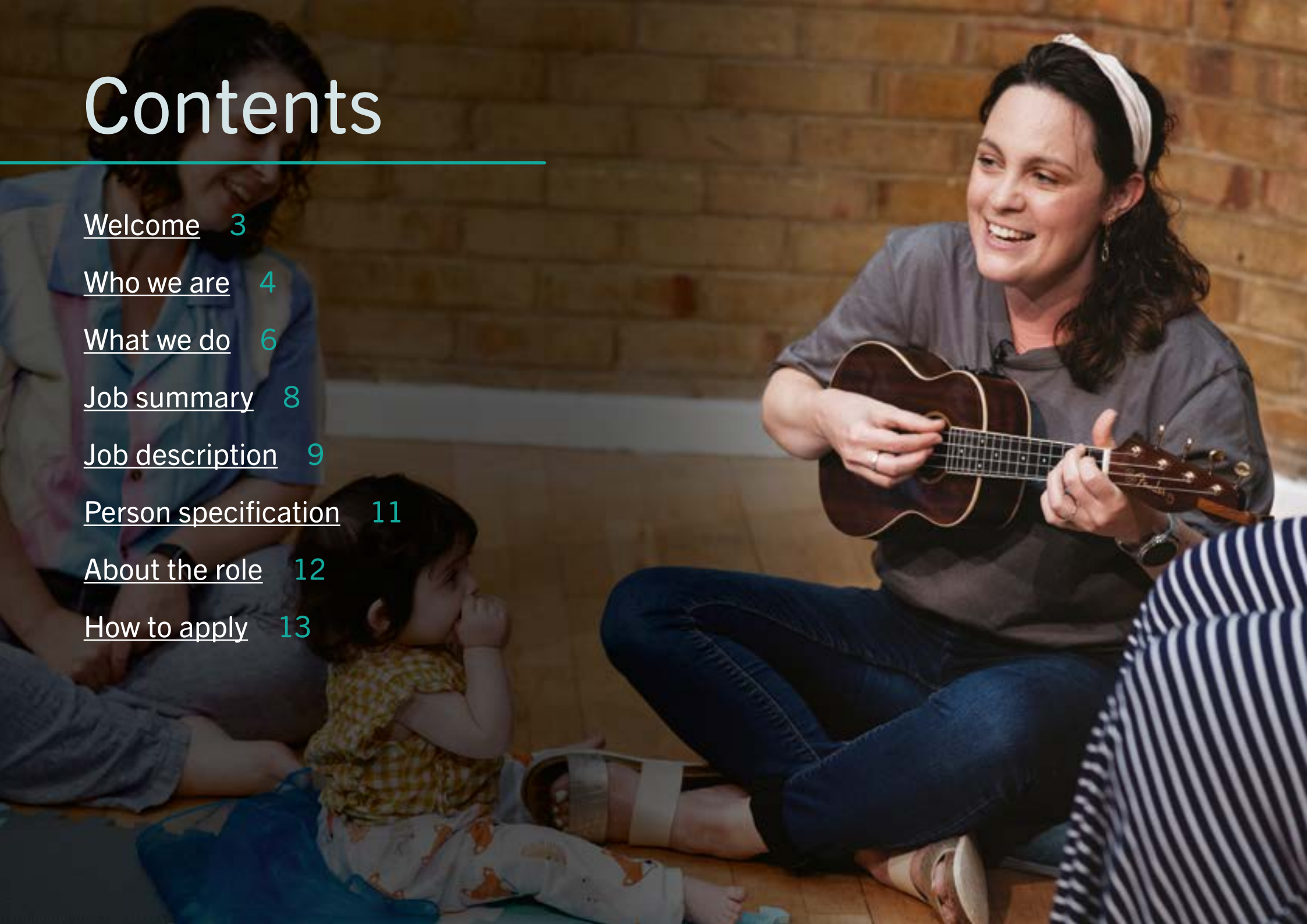
Recruitment Pack  
**Communications  
Assistant**

August 2023

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# Welcome

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**I would like to personally thank you for being interested in our work at Breathe Arts Health Research, and taking the time to learn about what we do and how we do it.**

We care about supporting every individual we encounter to live their healthiest and most fulfilling life. We know from a decade's worth of research, that creativity can play a unique role in supporting the health and wellbeing of individuals and communities, and we pride ourselves on creating safe and inclusive environments where individuals can thrive. This doesn't just apply to the communities we support, but also to all of those who work at and for Breathe.

Breathe is a values-driven organisation, and we ensure we are led by our values in all we do, and all that we are. We value every individual for the unique contribution they make to the workplace and do all we can to support every person to flourish in their role. At Breathe, you will work alongside those who value kindness, integrity and inclusivity as key drivers. You will also enjoy a workplace environment that values both professionalism and fun in equal measure.

I hope that you will find this pack useful and insightful, and even if you don't feel this role is the right fit for you, we always welcome the opportunity to connect with like-minded creative people, so please do feel free to get in touch.




**Yvonne Farquharson**  
Founder and Managing Director





# Who we are

A photograph of a woman lying in a hospital bed, smiling. A man is leaning over her, looking down at her. Medical equipment, including a monitor and IV lines, is visible in the background.

Breathe Arts Health Research (Breathe) is a not-for-profit social enterprise, founded in 2012.

We are world leaders in combining creativity and robust scientific research to improve health and wellbeing.

**Our vision**  
is to transform  
healthcare, embedding  
evidence-based  
arts & health into  
the mainstream.

We are  
connected and  
grounded by our values –  
to be **pioneering**,  
**empowering**, **collaborative**,  
**inclusive** and to act  
with **integrity**.

Breathe has a core team of **14 staff**, over **100 freelance creatives** and **30 volunteers**, supported by a **Board of Directors**, helping to shape and deliver our vision.

We have co-authored medical journals, published books, and contributed to government policies. We are multi-award-winning, receiving accolades and recognition from **NESTA**, **NHS England** and **Royal Society for Public Health**, to name a few.

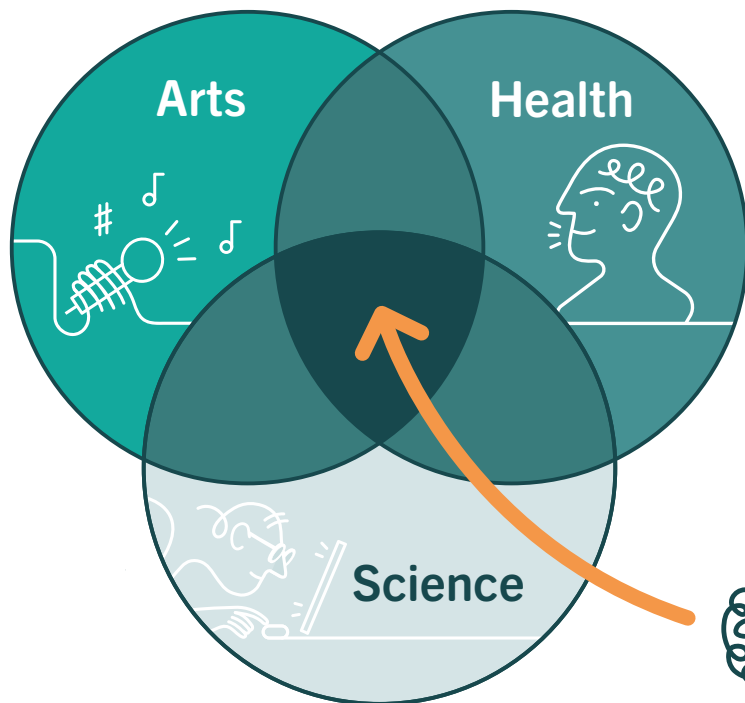


# What we do

Collaboration is at the heart of what we do.

Breathe works with healthcare staff, creatives, researchers, academics, patients, and communities locally, nationally and internationally.

We co-design and deliver empowering healthcare programmes, talks and training – ensuring relevancy, inclusivity and impact.



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## Key partners include:

World Health Organisation,  
NHS England, Guy's and St Thomas'  
Charity, King's College London,  
Sea Containers London and  
Wellcome Trust.

Each year,  
Breathe is proud to  
deliver **1,800 workshops**,  
talks and performances,  
engaging over **64,000**  
**people** nationally and  
internationally.



## Programmes

Our innovative programmes support babies to older adults to live their healthiest lives. We do this through music, dance, magic and more, working with the very best in each field.

## Research

Our work is underpinned by rigorous research, ensuring we can measure quality and impact, to always make a meaningful change.

## Training

We use our decade of expertise and experience to inform, educate and equip organisations and individuals.

## Talks and Advocacy

We provide major contributions to the national advocacy of arts and health, helping to drive the sector forward and build communities of practice.



# Job summary

## Communications Assistant

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**The Communications Assistant is a newly created position, that will support the Communications Manager to promote Breathe's award-winning work, vision and brand.**

This role will champion Breathe, supporting with effective strategies to raise profile and reach including;

- Sharing compelling stories,
- Promoting our life-changing programmes and activities,
- Engaging with new and existing audiences.

The creative, passionate and driven individual will support with all communications and marketing, with an emphasis on;

- Impactful social media content,
- PR,
- Creation and distribution of marketing materials,
- General administration to ensure efficiency and excellence.

This will be a busy, exciting role, requiring the ability to balance a highly varied workload. We are looking for someone proactive with fresh and innovative ideas, who can respond calmly and efficiently.

This is an excellent opportunity for someone earlier in their journey to experience the full breadth of digital, communications and marketing, within a supportive team.





# Job description

## Communications Assistant

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### Digital Activity

- Create and schedule organic social media posts for Instagram, Facebook, Twitter and LinkedIn.
- Assist in uploads and optimisation of films on Breathe's YouTube channel.
- Assist with content creation and distribution of e-marketing campaigns.
- Support in collating content (case studies, media) for Breathe's monthly e-newsletters and other digital channels.
- Play an active role in the maintenance of Breathe's website including content creation, news listings and web editing.

### Engagement and Marketing

- Assist with planning and delivery of effective marketing campaigns to publicise and increase engagement of Breathe's programmes, activities and events.
- Act as a brand ambassador, ensuring that Breathe's brand identity and values are understood and embraced by all stakeholders.
- Identify new opportunities and relationships with relevant

organisations to raise awareness of Breathe and help grow audiences.

- Liaise with designers and suppliers to ensure accurate and timely supply and delivery of work across print and digital marketing.
- Assist with in-house designs (flyers, posters) using appropriate design tools including InDesign and Photoshop.
- Compile suitable mailing lists and postal mail-outs as required.
- Assist in the organisation and delivery of filming and photoshoots.

### PR and Promotional Activity

- Work closely with the Communications Manager to actively seek out and engage in appropriate press opportunities, ensuring enquiries are handled efficiently.
- Maintain accurate records of all media items/citations/publications that reference Breathe and its activities (digital, print and broadcast).
- Update listings platforms as well as research new listings opportunities for all Breathe activities.
- Research and implement third party promotions (reciprocals).

- Monitor wider arts and health sector news across all media platforms, particularly social channels.

## General

- Represent Breathe at external events, in a way which is consistent with our company values.
- Provide comprehensive administrative and research for the Communications Manager.
- Coordinate reports of activity, including press coverage and analytics from digital media (Instagram, Facebook, Twitter, YouTube, website).
- Assist with Communications initiatives as required, supporting the team and engaging with Breathe Artists, Participants and stakeholders as a Breathe representative.

In addition, undertake any other duties or responsibilities which may reasonably be requested by the Communications Manager or other senior team members. Breathe has a small core team and flexibility is required in order to support the wider team and needs of the organisation.

This job description is intended as an outline of the general areas of activity and will be amended in the light of the changing needs of the organisation.



# Person specification

In addition to the specific experience outlined below, we are looking for someone who is highly professional, personable, kind and empathetic. We seek colleagues that are enthusiastic, hardworking and passionate to join our fantastic team.

## Essential

- A creative and driven individual with ability to work independently and as part of a team.
- Experience of writing and posting to social media.
- Strong working knowledge of IT packages relevant to the role eg. Adobe Creative Suite (inDesign), CRM databases, Microsoft packages.
- Experience of promoting events and activities across a range of platforms, digital and print media.
- Excellent written and verbal communication skills with ability to adapt for different platforms and people.
- Excellent attention to detail.
- Ability to present a professional and positive image of Breathe to all audiences.
- Ability to manage multiple priorities and work to tight deadlines and schedules, without compromise of quality.
- A team player who is flexible and willing to work collaboratively and with enthusiasm to support the Breathe team to succeed.

## Preferable

- Experience of and interest in working in arts and health.
- Experience of editing and updating a website using WordPress.
- Design skills in creating online digital assets and print materials.
- Knowledge of content production including film and podcasts.
- Working knowledge of Google products: Analytics, Drive, Docs.
- Ability to take and edit photographs and/or short films for digital platforms.
- Networks and communities to expand the outreach of Breathe.
- Knowledge of online safety and safeguarding.
- Experience of working with vulnerable people.



# About the role

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## Salary:

£25–28,000 FTE (pro rata for part time)

## Reporting to:

Communications Manager

## Hours of work:

2-3 days per week, to be considered for the right candidate. Days to be determined between post holder and line manager.

## Place of work:

- Breathe Office at The Clarence Centre, 6 St George's Circus, London, SE1 6FE.
- Some working from home in line with Breathe's blended working policy. Due to the nature of the job, some early morning, evening and weekend work will be required, as well as occasional travel (this will be compensated by time off in lieu).

## Benefits:

- Breathe's annual leave entitlement for full time staff is 27 days holiday plus 8 days bank holiday per annum, totalling 35 days of annual leave (this amount is pro-rated for part time contracts).
- 1 Creative Day per year in addition to annual leave.
- Company pension scheme (employer contributes 3%, employee contributes 5%).
- Employment Assistance Programme - including free counselling, telephone helpline, consultations with qualified experts, self-help tools and resources.
- Company Tate membership including free access to exhibitions.
- Access to free cultural events through our networks and partners.

**Please note that the successful applicant will be required to undertake an enhanced DBS check, and a job offer would be conditional on this. In addition, the post holder must have the right to live and work in the UK. Offers are subject to two references acceptable to Breathe.**



# How to apply

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Breathe Arts Health Research is an equal opportunities employer, and we embrace diversity. We positively welcome applications from individuals who identify as deaf and/or disabled, people of colour and all under-represented groups.



## 1. Write to us in no more than one A4 page, telling us:

- Why you are suitable for this role and what you can bring to Breathe
- The experience and qualities you would bring to the role and how this meets the job specification
- Earliest available start date
- The names and contact details of two referees (only contacted after seeking permission)

## 2. Submit a short video statement pitching why you want to work for Breathe (max 1 minute)

## 3. Submit your CV (max 2 pages)

## 4. Complete our [Equal Opportunities form here](#) (this is for monitoring only and will be separated from your application)

Applications should be submitted via [WeTransfer.com](https://www.wetransfer.com) to [info@breatheahr.org](mailto:info@breatheahr.org) using the subject heading **Application: Communications Assistant**

## Deadline for applications:

Applications will be assessed on a rolling basis.

## Interview date:

Interviews will be held on a rolling basis.

## Interview location:

Breathe's office, SE1 6FE



## Contact us

[info@breatheahr.org](mailto:info@breatheahr.org)

020 3290 2013

The Clarence Centre, 6 St George's Circus, London, SE1 6FE

   [@BreatheAHR](https://www.instagram.com/BreatheAHR)

[breatheahr.org](http://breatheahr.org)