



Marketing and Communications Assistant

About Breathworks

Breathworks is a not-for-profit social enterprise and leading international mindfulness organisation co-founded by Vidyamala Burch. The organisation was born out of Vidyamala's personal journey. She first injured her spine at 17 years old and learned to meditate in 1985. In 2001 she started teaching meditation and mindfulness to people living with pain, illness and stress out of a desire to share what she had learned with others. Vidyamala is now an experienced meditation teacher who works internationally and well-known author of three books including award-winning book Mindfulness for Health co-authored with best-selling writer Danny Penman.

Breathworks delivers mindfulness courses, runs a rigorous and well regarded accredited teacher training programme and develops award winning products to meet the needs of everyone living with chronic pain, physical illness and associated stress. They are designed to ensure that regardless of your situation or condition, you can have access to the Breathworks methods.

We also provide specialist programmes for organisations and for health and social care professionals wishing to incorporate mindfulness into their work. Breathworks programmes and products are a development of Mindfulness Based Stress Reduction (MBSR) and founded on practice-based research. Our research on the clinical benefits of mindfulness revealed that across all scales measured (mood, pain experience, quality of life and confidence in activity despite pain), the Breathworks approach showed statistically and clinically significant improvement.

Today Breathworks has offices in Manchester and London and a community of over 250 accredited teachers in over 25 countries running its two signature 8-week Mindfulness for Health and Mindfulness for Stress courses. Its teacher training programme also extends beyond the UK throughout Europe, Australia and the USA.

JOB DESCRIPTION

An exciting new full-time opportunity has become available to join the Breathworks Team in its Manchester office. As a marketing and communications assistant you will support the marketing and communications manager in driving campaigns to maintain both Breathworks brand integrity and its position as a field leader; help increase occupancy levels on all of its courses and training programmes as well as driving product sales.

RESPONSIBILITIES:

- Assisting the manager in planning marketing campaigns that meet strategic objectives.
- Assisting the manager in considering marketing budget priorities to ensure return on investment.
- Developing market research in order to maintain the organisations position and sustainability.
- Assisting the manager in content scheduling to maximize efficiency and impact.
- Assisting the manager in producing a high standard for copy that meets branding guidelines.
- Maintaining a high level of CRM administration in order to grow and maintain the contacts database.
- Create effective email marketing templates with well executed scheduling for maximum impact and conversion.
- Efficient and effective management of multiple social media platforms to meet the needs of the Breathworks community and grow awareness in new target audiences.
- Administration of the organisations websites to make sure content is correct and up to date, whilst maximizing impact and improving search engine optimization.
- Create in-house design and work with external designers to produce effective print and digital materials for multi channel use.
- Coordinate effective and efficient distribution of print materials to reach target audiences.
- Researching and coordinating effective advertising opportunities in order to reach target audiences.
- Coordinating and maintaining image libraries, filming and audio recording to ensure we have high quality and relevant media that is readily available.
- Researching and coordinating potential partnership opportunities
- Writing press releases and maintaining media contacts to ensure maximum publicity and positive coverage.
- Monitor press coverage, including news stories which would benefit from the organisation's perspective and produce multi-channel digital content.
- Coordinate with the Breathworks community to showcase successes and create high quality content for the Breathworks blog and newsletter.
- Assisting the manager with developing an ethos of customer care in the wider Breathworks team to ensure a genuine high level of customer care.
- Management of promotional events to ensure they achieve maximum impact and return on investment.
- Assisting the manager in analysing data and writing reports to aid well informed management and budget decision-making.
- Actively engaging with the admin, program and business development teams to ensure both effective and efficient systems and processes are in place.
- Contribute when required to the day-to-day running of Breathworks, including answering customer phone calls, dealing with enquiries and attending staff meetings.
- Other duties as assigned

PERSON SPECIFICATION:

AREA OF RESPONSIBILITY	ESSENTIAL	DESIRABLE
Previous marketing/communications experience	Yes	
Previous experience working in a social value business		Yes
Strong office computer skills eg word, excel, email and ability to learn new skills as required	Yes	
Excellent written English, with the ability to write clear and engaging publicity copy	Yes	
Good interpersonal skills, with ability to work with and learn from other team members	Yes	
Able to work effectively in both informal and formal environments	Yes	
Ability to work unsupervised and meet deadlines	Yes	
Good organisational skills and an eye for detail	Yes	
Proficiency in computer visual design eg Photoshop, canva		Yes
Experience of website administration eg joomla, wordpress		Yes
Experience of using Google Adwords		Yes
Experience of event organisation	Yes	
Experience in using customer databases and email marketing	Yes	
Experience of using social media personally	Yes	
Experience of using social media for business		Yes
Experience of market research	Yes	
Experience of collating and analysing digital data e.g. Google analytics, Google adwords and social media analytics		Yes
Experience of affiliate marketing		Yes
Genuine interest in mindfulness, including an understanding of the benefits for people with pain, stress and illness	Yes	
Ability to work away from usual place of work for short periods of time including overnight stays	Yes	
A clean UK driving license		Yes
A UK Citizen or the legal right to work in the UK	Yes	

Job Title: Marketing and Communications Assistant
Team: Marketing and Communications
Reports to: James Belton, Marketing and Communications Manager
Hours: 30 Hours per week
Salary: £14,976 per annum
Benefits: 7.6 weeks holiday per year (including statutory bank holidays), Simply Health cash healthcare scheme, workplace pension scheme and flexible working.

Place of work: Breathworks CIC, 16-20 Turner Street, Manchester, M4 1DZ

Contact details: 0161 8341110 www.breathworks-mindfulness.co.uk

Breathworks CIC is going through a period of rapid growth and development. We are looking for an individual who is adaptable and enthusiastic about the possibilities of new and exciting challenges as the business grows in new directions.

Breathworks Ethos Statement

Breathworks' mission is to help people living with pain, stress and illness to lead happier, healthier lives. We are internationally recognised leaders in Mindfulness Based Pain Management (MBPM), providing mindfulness training and services for people with pain, stress and illness and for those who wish to teach the Breathworks approach to others. Breathworks is a 'not for profit' social enterprise, registered in England and Wales with Companies House and the Community Interest Company Regulator.

Breathworks are committed to these five principles or values:

1. **Generosity** – in working to benefit our clients, we support the social mission of the organisation by accepting a fair, but lower than commercial rate, for our work for Breathworks.
2. **Ethics** - we seek to practice Buddhist ethics throughout the business, understood as basic human values such as kindness, honesty and awareness.
3. **Personal development** - we aim to support the personal development of all employees, from skills training to supporting spiritual practice.
4. **Creative Teamwork** - we aim to collaborate in ways that draw on the creativity and skills of team members to achieve the aims of the business.
5. **Commercial viability** – we are running an ethical business and it needs to be commercially successful for us to accomplish our goals.

Breathworks was founded by committed Buddhists out of their aspiration to work compassionately and mindfully. We welcome like-minded collaborators who support the principles outlined above and are committed to maintaining the ethos that underpinned the founding of the organisation.