



Media & Celebrity Manager - job description

Grade	E
Type of contract	Temporary – until April 15 2022
Directorate	External Relations
Team	Media
Reports to	Head of Media & PR
Responsible for	Two Senior Media & Celebrity Officers and a Media & Celebrity Assistant
Location	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office,
Hours	35hrs p/w

Purpose of the job and scope of the job Key Responsibilities

Purpose of the job

We're Mind, the mental health charity. We won't give up until everyone experiencing a mental health problem gets support and respect. We provide advice and support to empower anybody experiencing a mental health problem and we campaign to improve services, raise awareness and promote understanding.

The primary purpose of this post is to develop and lead on the delivery of Mind's celebrity and ambassador strategy to support Mind's strategy. Working with celebrities has a direct effect on public awareness of Mind. Celebrities help us to reach new audiences, raise awareness about mental health issues and raise the profile of Mind's work.

Scope of the job

As Media and Celebrity Manager you will be part of the Mind media team and report to the Head of Media & PR. The media team sits within Mind's external relations



department, which brings together all Mind's campaigning, policy, communications, digital, information and legal work.

You will focus on celebrity management and will be the gatekeeper for Mind's contact with our celebrity supporters. You will have responsibility for nurturing these influential relationships, with the aim of building up lasting and meaningful connections. This requires you to be a confident communicator, adept at networking and passionate about Mind and mental health.

You will be responsible for engaging celebrities with all parts of Mind's work, from campaigning to fundraising appeals. You will be required to develop and deliver cross-organisational plans that best utilise Mind's high profile supporters – current and future.

You will be responsible for the line management of two Senior Media & Celebrity Officers and a Media & Celebrity Assistant, including conducting regular supervisions, guided conversations and overseeing their professional development. You will also be required to deputise for the Head of Media and PR on occasion and the job will involve some out-of-hours work, including providing an effective on-call service for the media. There will also be occasional travel across England and Wales.

Key responsibilities

1. To develop, manage and oversee Mind's strategic celebrity and ambassadors work designed to drive awareness and visibility of Mind amongst our target audiences.
2. To work closely with the Head of Media and PR in developing and delivering an effective overarching media and celebrity strategy for Mind, in line with Mind's communications framework and broader organisational strategy.
3. To further develop our celebrity and ambassador work in relation to our three Strategic Development Priorities (racialised communities, people in poverty, young people).
4. To lead the recruitment of a diverse group of celebrities with a strong personal connection to our cause to act as Mind ambassadors, as well as working with a wider group of high-profile individuals who will support our work on an ad hoc basis.
5. To pitch relevant projects or campaigns to celebrities and their agents, to secure their support and, in so doing, help promote Mind's work through their association.
6. To be responsible for nurturing relationships with Mind's celebrity contacts, managing ongoing communications so that they are well informed, engaged and passionate about Mind's work.



7. To prioritise and manage internal and stakeholder requests for celebrity involvement with projects, setting expectations, negotiating and making suitable approaches as required.
8. To plan and organise photoshoots, voiceover work and filming with celebrities which can be used to support Mind's campaigns and appeals.
9. To be responsible for reputation management as regards celebrity supporters, conducting risk assessments and making judgements about who we engage with our work and ensuring that our high-profile supporters represent and adhere to Mind's values.
10. To oversee and co-ordinate visits for celebrities to see Mind's work in action such as visits to local Minds.
11. To prepare Mind's celebrity supporters for media interviews providing them with full pre and post-interview briefings so they have necessary knowledge to represent Mind.
12. To be responsible for managing two Senior Media & Celebrity Officers and Media & Celebrity Assistant, setting work objectives, supervising their workload and overseeing their professional development.
13. To draw up and manage the budget for celebrity and ambassador work.
14. To generate charitable income through celebrity-fronted activities such as media appearance fees, auctions and fundraising challenges and to be accountable for this work contributing to an agreed financial target for celebrity-based fundraising.
15. To monitor, evaluate and report on the level of celebrity support and the financial impact this has had for Mind.
16. To develop relationships with journalists and professionals working in the entertainment industry such as celebrity bookers, publicists, picture agencies and entertainment journalists.
17. To be proactive in monitoring current events and trends involving celebrities, particularly tracking which celebrities are speaking out about their mental health experiences and establishing contact when appropriate.
18. To undertake other duties that may from time to time be necessary, that are compatible with the nature and grade of this post.

Expectations

All members of staff at Mind are expected to embody our mission, values and competencies. This includes an expectation that they will:

1. To attend and contribute to meetings, training, and other events as required.
2. To attend and contribute to the supervision and guided conversations process.
3. To ensure that all responsibilities and activities within this post are in accordance with the terms and spirit of Mind's policies.
4. To occasionally travel to meetings in England and Wales, which may require the need to work unsociable hours e.g. attending evening or weekend meetings or for overnight stay.



5. To adhere to relevant legal and statutory requirements including the Data Protection Act and the Health and Safety at Work Act.
6. To use Mind's resources responsibly.
7. To contribute to making Mind a Greener workplace.
8. The nature of the post will require flexibility in undertaking the role.

Person specification

Essential criteria

Experience:

1. Significant experience of working directly with celebrities and their agents/staff, including a successful track record of pitching project ideas to agents and securing celebrity support.
2. Demonstrable and relevant experience of devising, implementing and evaluating proactive media strategies involving celebrities.
3. Evidence of a strong news sense with a proven track record of successfully developing news stories from scratch and thinking on your feet to respond to reactive media opportunities.
4. Demonstrable experience of working strategically, identifying opportunities for celebrities to support organisation-wide marketing strategies.
5. Significant experience of planning and managing events such as photocalls and filming opportunities.
6. Experience of managing complex enquiries from journalists including experience of leading the response to crisis media stories.
7. Demonstrable line management experience including supporting and developing staff.
8. Knowledge and experience of using social media channels as part of celebrity engagement and PR campaigns.
9. Experience of working with and advising senior staff (e.g. Chief Executive, celebrity ambassadors) and preparing them for media interviews.
10. Experience of managing budgets including forecasting, setting, monitoring and reporting.

Skills:

1. A consummate networker with established contacts within the media industry and talent agencies.



2. Outstanding written and oral communication skills, and the ability to interact with a diverse range of people. In this post this would include celebrities, agents, journalists, service users and providers, Mind staff and volunteers.
3. Excellent relationship management skills with the proven ability to motivate celebrities and colleagues.
4. Exceptional judgement and analytical skills and experience of applying these in a fast-moving environment.
5. Proven ability to take responsibility for tasks and act on own initiative particularly to solve problems and find solutions.
6. Well developed prioritising skills, and the ability to work to tight media and internal deadlines.
7. Good IT skills and experience of using Office programmes, including Outlook, Word, Excel and PowerPoint.

Knowledge:

1. Empathy with Mind's aims and values, including an understanding of and commitment to equality and diversity.
2. Excellent knowledge and understanding of media and PR.

Desirable criteria

1. Knowledge or understanding of the mental health landscape.
2. Experience of working in voluntary or third sector organisations.
3. Experience of identifying and taking forward opportunities for generating charitable income.
4. Direct or indirect experience of mental health problems.