Mental Health at Work Product Manager
Job description

Grade	Grade E
Type of contract	Fixed term until 31 March 2024
Directorate	Fundraising
Team	Workplace Wellbeing
Reports to	Head of Mental Health at Work Programme
Location	Stratford, London
Hours	35 hours per week

About the role

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.

In October 2017, an independent review into workplace mental health commissioned by the Prime Minister, led by Lord Dennis Stevenson and Paul Farmer, published its report 'Thriving at Work.' The report looked at how employers can better support all employees including those with poor mental health or wellbeing remain in and thrive at work. The Thriving at Work Leadership Council was launched in response to this report, comprising of business leaders from a range of sectors, with an aim to drive and mainstream employer action.

The Mental Health at Work programme was developed and launched in 2018 to support this work.

- Curated by Mind, the Mental Health at Work website makes navigating the mental health landscape easy through: original content including a range of tips, ideas, examples and thought pieces on workplace mental health as it relates to different issues, people and industries; and a growing curated database of over 450 resources from a wide range of providers, to give people the tools they need to take action.

- Recognising the challenge SMEs, in particular, faced in accessing tools and learning opportunities, 'Mental Health for Small Workplaces' elearning was launched in 2019 to support employees in SMEs to understand and support mental wellbeing in the workplace and take action to look after and improve their own wellbeing.

- Built on the Thriving at Work standards, the Mental Health at Work Commitment is a simple framework for organisations to improve and support the mental health of their people. Since its launch in 2019, over 1250 organisations have taken the Commitment.

Phase two of the Mental Health at Work programme, funded by the Leadership Council and to commence Spring 2022, seeks to demystify mental health in the workplace through support for employers to navigate information and resources, understand best practice approaches and gain confidence in how to deliver workplace interventions.

The programme comprises of four work streams:
- Building the evidence base
- Sharing best practice
- Driving employer action
- Engaging government in dialogue

The programme shall see all activity delivered under the Mental Health at Work brand, including the activities of the Leadership Council, which will be renamed the Mental Health at Work Leadership Council.

As the Mental Health at Work Product Manager you will lead the development and maintenance of curated and original content across Mental Health at Work products including the Mental Health at Work website and Blue Light Together website to support organisations and employees improve working policies, practices and culture.

Key Responsibilities

Product development

1. Working closely with the Head of Mental Health at Work Programme, develop and maintain a product development pipeline for Mental Health at Work products including the Mental Health at Work website, Blue Light Together website and Mental Health at Work's SME e-learning.
2. Provide project management of Mental Health at Work product development activity, establishing effective business processes to underpin development and ensuring the products are of a high quality. In addition, seeking out opportunities to implement operational efficiencies, working with relevant teams (e.g. Transformation team) where appropriate.
3. Lead on quality assurance and monitoring of the impact of Mental Health at Work products, working with teams across Mind, ensuring trustworthy, evidence-informed outputs are delivered and a consistent style and voice is maintained across all products.
4. Lead on budget management of Mental Health at Work products, working with our finance business partners and the Head of Mental Health at Work Programmeto forecast, analyse and report on budget spend.

Websites

5. In conjunction with the programme team, develop a content plan for content creation and resource curation which meets programme objectives and targets, whilst ensuring that all published content is delivered to high standards in compliance with the agreed curation guidelines and quality assurance process.
6. Line manage the Senior Content Officer and Blue Light Senior Content Officer, supporting them to plan their work and providing guidance when required.
7. Commission original content on the subject of workplace mental health through independent freelancers.
8. Review and edit the work of the Senior Content Officers and commissioned freelancers.
9. Regularly process, review and analyse available data, including Google Analytics, to inform the future development of content and technical functionality. Working with our digital partners where necessary to implement changes.
10. Oversee issues related to the technical functioning of our digital products; leading on gathering and specifying technical needs and issues with our digital partners and developers as required.
11. In conjunction with Thompson, our web developers, support the integration of new Mental Health at Work support products on the Mental Health at Work website

Stakeholder engagement and relationships

12. Engage professionally with a wide variety of internal and external stakeholders, building productive working relationships and representing Mental Health at Work and Mind both in writing and at meetings and events

13. Develop and maintain trusted relationships with professional partners and/or members of the public to aid in representing their ideas and lived experiences on the website
14. Support the Leadership Council's Sharing Best Practice Committee and act on their insight as it might apply to the programme's resource curation and content creation priorities
15. Ensure principles of confidentiality and data protection are maintained
16. Ensure that the team's work involves people with direct experience of mental health problems from a full range of diverse backgrounds, and ensure all personal data is stored in compliance with the Data Protection Act
17. Undertake other duties that may from time to time be necessary, that are compatible with the nature and grade of this post

Expectations

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.

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

- Show passion for what Mind does and the changes that we are making for people with mental health problems

- Work collaboratively across teams, departments, locations and organisations

- Stand up for what they believe is best and trust in themselves and each other

- Be open to others and ourselves and show a commitment to learning

- Be open to change and respond flexibly and quickly to the changing world

- Demonstrate organisational awareness and see the bigger picture while working towards objectives

- Communicate effectively, ensuring their messages are understood and that they strive to understand others

- Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity, and building on people's different skills and talents to enhance the quality of their own and other's work

- Take responsibility for their decisions

Person specification

Essential criteria

1. Demonstrable experience of managing teams to deliver high quality editorial services including content development, copywriting, copyediting and proofreading.
2. Proven ability to write and edit highly engaging content for different audiences across online communications
3. Demonstrable experience of reviewing, curating and signing off a wide range of different materials, courses etc. from a range of different organisations, preferably within a workplace context
4. Demonstrable experience of maintaining and protecting a programme or product's brand in a variety of formats.
5. Demonstrable understanding of effective digital communications and a willingness to keep up to date with technologies and developments.
6. Excellent written, verbal and presentation communication skills with a demonstrable knowledge of best practice for web and social media writing.
7. Experience of line management or supervising the work of others
8. Proven ability to develop effective relationships with a range of internal and external stakeholders using a partnerships approach
9. Proven ability to work proactively using own initiative, prioritise work and meet deadlines, with well-developed time management skills and demonstrable project management skills.
10. Excellent IT skills, including using Content Management Systems, HTML, web analytics, image processing/editing, and confidence in working with data
11. Ability to analyse and understand complex problems, discuss with others whose understanding may be greater or less, and propose solutions.
12. Ability to see issues and opportunities and work independently to address them, while communicating appropriately with others.
13. Ability to understand the strategic and funding context of a product, its different stakeholders and their agendas
14. An understanding of why equal opportunities is important, the barriers to people being treated equally and experience in tackling inequalities through the delivery of programmes / campaigns

Desirable criteria

1. Knowledge and understanding of workplace wellbeing mental health issues and mental health policy in England and Wales.
2. Direct or indirect experience of mental health problems
3. Experience of working in a Wordpress environment that includes detailed customisation