



Public Affairs and Campaigns Manager – job description

Grade	E (including London weighting)
Type of contract	Fixed term – 12 months (maternity cover)
Directorate	External Relations
Team	Policy and Campaigns
Reports to	Head of Policy, Campaigns and Public Affairs
Responsible for	Senior Public Affairs and Campaigns Officer Senior Public Affairs Officer Senior Campaigns Officer
Location	Hybrid - 2 days a week in Stratford office and homeworking
Hours	35hrs p/w - flexible working available

About us

We're Mind, the mental health charity. We're here to make sure no one has to face a mental health problem alone. We provide [advice and support](#) to empower anyone experiencing a mental health problem. We [campaign](#) to improve services, raise awareness and promote understanding.

After a challenging couple of years, which included undergoing a period of change – we have emerged with a new strategy and brand that has campaigning at the very heart of it.

By identifying 3 new areas to work on, including: racialised communities, tied to our anti-racist commitment; working alongside young people, addressing trauma (especially in young women); and issues of people living in poverty, we are motivated as a team and as an organisation to expand and deliver beyond our continued long-standing work.

We won't give up until everyone experiencing a mental health problem gets support and respect.



About the role

Alongside people with mental health problems, the policy and campaigns team advocates for improvements in public policy and legislation in England and Wales so people get support and respect. This involves public affairs, policy influencing, public facing campaigning, and mobilising campaigners.

You will lead and manage our political influencing work ensuring our profile and reputation remains high and we are able to influence political decisions. You also lead our work with our network of 70,000 campaigners, ensuring that our campaigns stand out, engage the public, and achieve their aims, with the outcome of improving the lives and experiences of people with mental health problems. As part of the Policy and Campaigns management team you will help develop team plans and budgets, ensuring the delivery of effective policy and campaigns activities from high performing and motivated team members.

You'll need to be a campaigns and public affairs specialist who understands how to influence decision-makers at a senior level and will have a proven track record of mobilising campaigners to achieve organisational objectives. You'll be a strategic thinker with excellent political nous; be able to provide tactical insight on how UK Government and Parliament operate; and will ensure our relationships with senior politicians are well thought through and have clear purpose. You'll bring a deep understanding of best practice in campaigning to ensure that our campaigns stand out, achieve their aims, engage the public, and comply with charity law. Finally, you will ensure opportunities to cross-sell content across Mind's fundraising team, and our network of Local Minds, campaigners and members are identified and pursued.

You will be spokesperson for the organization and will manage a number of posts in the Policy and Campaigns team. You will be supported by other members of the policy and campaigns team, including line management by the Head of Policy, Campaigns and Public Affairs. You will work closely with the Director of External Relations and Chief Executive, advising them as appropriate on matters relating to political positioning, campaigning law and data protection, and Mind's reputation. You will also work with other stakeholders and external contacts in delivering Mind's strategic objectives.

Key responsibilities

1. Lead Mind's political engagement work, deciding on priorities and making decisions about the most appropriate course of actions to achieve Mind's policy and campaigns objectives in Westminster.
2. Lead Mind's Campaigning Strategy, ensuring that we have a consistent narrative, that campaigners remain at the heart of all we do, that Mind is a sector leader in terms of campaigning, and that we are compliant with new charity regulations.



3. Provide leadership and expertise around campaigning, including political campaigning, to senior management and trustees.
4. Be an active member of the Policy and Campaigns management team, ensuring team and project plans and budgets are developed, managed and reported against.
5. Manage members of the policy and campaigns team, ensuring direct reports have the necessary knowledge and skills to undertake their role effectively and are line managed in accordance with Mind's values, policies and procedures including supervision and appraisal.
6. Promote individual and team development and ensure a mentally healthy working environment.
7. Keep abreast of the political and legislative climate and advise the organisation on the opportunities these provide to further Mind's objectives. Advise and support senior Mind staff in their political relationships with Ministers and senior advisers.
8. Oversee the production of high-quality written recommendations, briefings, publications, presentations, and other materials that communicate complex messages clearly and effectively to a range of audiences, including politicians, campaigners, local Minds, professionals and other stakeholders.
9. Oversee the delivery of the team's engagement with people with mental health problems in all aspects of its work, including input into planning and policy development, participation in research and engagement in campaign actions and events.
10. Proactively build and maintain effective relationships with Ministers and their teams, Shadow Ministers, Special Advisers and staff within political parties.
11. Ensure that Mind's contact with supporters is properly managed; support the development of our new Customer Relationship Management (CRM) system and wider supporter engagement work, and ensure Mind remains GDPR compliant.
12. Work in a cohesive, collaborative, flexible and cross-organisational way across Mind, acting as a role model to colleagues.
13. Represent Mind externally and act as a media spokesperson.



14. To attend, chair and contribute to meetings, briefings, reviews, due diligence and auditing and compliance activities and to prepare and present papers to senior management, trustees, and other internal and external stakeholders as required.
15. Undertake other duties that may from time to time be necessary and are compatible with the nature and grade of the posts.

About you

Mind are looking for committed and dynamic individuals who can work across various teams, building relationships with a variety of stakeholders and people from all walks of life.

1. A passion and commitment to Mind's purpose and values, with a genuine interest in and understanding of the issues and policies affecting our work and the individuals we support.
2. Significant experience of strategic public affairs and/or campaigning work designed to achieve change.
3. Demonstrable ability to establish quickly personal credibility, to develop, maintain and negotiate effective working relationships with groups and individuals with differing perspectives and agendas, and of working with other organisations on joint campaigns and coalitions.
4. Excellent all round communication skills, particularly the ability to communicate clearly and concisely to a range of audiences.
5. Excellent knowledge and understanding of local and national government structures, the UK Parliament and our political, policy and campaigning context, and experience of influencing them, including the legislative process.
6. Detailed understanding of online and offline campaigning techniques, and knowledge of using campaign planning tools to ensure the success of campaigns.
7. Experience of managing staff/volunteers.
8. Fast strategic and analytical thinking skills and experience of demonstrating good judgement, including strong political judgement.
9. Strong decision making skills and confidence in making strategic and operational decisions.
10. Understanding of the value of involving people with experience of mental health



problems at all stages of the policy and campaigning process.

11. Ability to project manage, including personal time management, planning, implementing, devising and prioritizing multiple projects to meet agreed deadlines and targets, overseeing work across teams and monitoring and evaluating quality and impact.
12. Knowledge and understanding of what equal opportunities means in relation to this post and the ability to incorporate equality practices into all aspects of the work.

Additionally, we would love to hear about any experience of managing teams and budgets, public speaking, any knowledge or understanding of public policy issues and how they impact on mental health, and any direct or indirect experience of mental health problems.

Our commitment

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.