



Senior Policy and Campaigns Officer – job description

Grade	D (plus London weighting)
Type of contract	Permanent
Directorate	External Relations
Team	Policy and Campaigns
Reports to	Policy and Campaigns Manager
Responsible for	Occasional volunteers and contractors
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

The policy and campaigns team advocates for improvements in public policy in England and Wales to ensure people get support and respect. This involves public affairs, policy influencing, public facing campaigning, and mobilising campaigners.

The Senior Policy and Campaigns Officer is responsible for delivering Mind's policy and campaigning activity in England and Wales (with support from our Mind Cymru team),



with the outcome of improving the lives and experiences of people with mental health problems.

You will develop, deliver and evaluate key strands of Mind's policy and campaigns work with support and oversight from the Policy and Campaigns Manager. To do this, you will oversee and undertake policy research, including consultation with people with experience of mental health problems, to inform the direction of our work. As part of a team, you will turn these insights into campaigning and influencing tools that will deliver change for people with mental health problems.

You must be proactive in your approach and able to stay on top of developments across a range of policy areas. You must be able to develop and maintain relationships with key stakeholders within Mind and externally. And you must be able to identify and take advantage of opportunities to influence in England – through the parliamentary process, via legislation or service delivery practice. Finally, you will identify opportunities to cross-sell content across Mind's fundraising team, and our network of Local Minds, campaigners and members.

Key responsibilities

1. Supervise volunteers where appropriate and oversee work delegated to the Policy and Campaigns Assistants.
2. Develop, deliver and evaluate strategies for specific areas of campaigns and policy work.
3. Establish and maintain effective relationships with civil servants, policy makers, politicians and other decision-makers, stakeholders and campaigning bodies relevant to Mind's work.
4. Keep abreast of the current political and public policy climate ensuring that developments in England are identified and working with the Policy and Campaigns Manager to ensure that opportunities to further Mind's policy and campaigns objectives are pursued.
5. Ensure policy and campaigns team and wider External Relations teams have comprehensive and up to date intelligence and analysis of relevant public policy and practice issues in England.
6. Keep up to date with campaigning techniques and tactics.



7. Undertake research, consultation and analysis (including data analysis), develop policy recommendations and respond to Government or stakeholder inquiries and consultations.
8. Produce high quality written recommendations, briefings, publications 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. Engage people with mental health problems in all aspects of work, including input into planning and policy development, participation in research, and engagement in campaign actions and events.
10. Proactively influence decision-makers, including politicians through parliamentary/ assembly processes, and respond on behalf of Mind to government inquiries, consultations or other initiatives.
11. Work in a cohesive, collaborative, flexible and cross-organisational way across Mind, acting as a role model to colleagues.
12. Regularly review own performance against targets, providing regular activity reports for the management and governance teams, and contribute to regular internal and local Mind communications about the team's work.
13. Represent Mind externally and act as a media spokesperson.
14. To undertake other duties that may from time to time be necessary and are compatible with the nature and grade of the post.

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. Experience in a policy, campaigns or public affairs role.



3. Excellent all-round communication skills, particularly the ability to communicate clearly and concisely to a range of ages and audiences.
4. Experience of developing, delivering and evaluating work that achieves change. Including the ability to prioritise tasks, and to project manage multiple projects to meet agreed deadlines and targets.
5. Understanding and experience of using a range of influencing and campaigning techniques, and how to use them to good effect.
6. Experience of developing and maintaining effective working relationships both internally and externally, including with organisations or individuals with differing perspectives and agendas.
7. Knowledge of local, UK Government structures, and UK Parliament and experience of influencing them.
8. An understanding of the value of involving people with experience of mental health problems at all stages of the policy and campaigning process.
9. Ability to design, carry out and analyse research, and understand and analyse complex information, such as national performance data, research reports and legislation.
10. Ability to take decisions based on good judgement and flexibility to change direction as needed.

Additionally, we would love to hear about any public speaking experience or 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.

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