



# Senior Policy & Campaigns Officer, Mind Cymru

## Job description

<b>Grade</b>	D (£34,771)
<b>Type of contract</b>	Maternity cover – 9 months from May 2022
<b>Directorate</b>	External Relations / Mind Cymru
<b>Team</b>	Policy & Campaigns
<b>Reports to</b>	Head of Policy & Campaigns, Mind Cymru
<b>Responsible for</b>	n/a
<b>Location</b>	Flexible - likely to be hybrid mix of homeworking and time in Cardiff office,
<b>Hours</b>	35hrs p/w

## About the role

Alongside people with mental health problems, 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, Mind Cymru is responsible for delivering Mind's policy and campaigning activity in Wales 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 Head of Policy and Campaigns, Mind Cymru. 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 Wales – through the Senedd 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.

You will be supported by other members of the Policy and Campaigns team, with strategic direction and input from the Head of Policy and Influencing, Mind Cymru in regular one-to-ones.

## **Key Responsibilities**

1. Develop, deliver and evaluate strategies for specific areas of campaigns and policy work
2. Establish and maintain effective relationships with civil servants, policy makers, politicians and other decision-makers, stakeholders and campaigning bodies relevant to Mind's work
3. Keep abreast of the current political and public policy climate ensuring that developments in England and Wales are identified and working with the Head of Policy and Campaigns, Mind Cymru to ensure that opportunities to further Mind's policy and campaigns objectives are pursued
4. Ensure policy and campaigns team and wider External Relations/ Mind Cymru teams have comprehensive and up to date intelligence and analysis of relevant public policy and practice issues in Wales
5. Keep up to date with campaigning techniques and tactics
6. Undertake research, consultation and analysis (including data analysis), develop policy recommendations and respond to Government or stakeholder inquiries and consultations
7. 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

8. 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
9. Proactively influence decision-makers, including politicians through Senedd processes, and respond on behalf of Mind to government inquiries, consultations or other initiatives
10. Work in a cohesive, collaborative, flexible and cross-organisational way across Mind, acting as a role model to colleagues
11. 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
12. Represent Mind externally and act as a media spokesperson
13. To undertake other duties that may from time to time be necessary and are compatible with the nature and grade of the 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.

### **Role expectations:**

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.
- Attend and contribute to Mind staff training and any other training identified as appropriate for the post.
- Occasionally travel to meetings in England and Wales and/or work unsociable hours, which may require the need for an overnight stay, evening and weekend work.
- Ensure that all responsibilities and activities within their post are consistent with the terms and spirit of Mind's mission, vision, values, policies and procedures.
- Adhere to relevant legal and statutory requirements including the Data Protection Act, Health and Safety at Work Act and relevant charity law.
- To be prepared to work flexibly (e.g. hot-desking, home-enabled working) according to business need
- Maintain an appropriate level of confidentiality at all times.
- Contribute to making Mind a greener workplace.

## Person specification

### Essential criteria

1. Significant experience in a policy, campaigns or public affairs role.
2. Excellent all round communication skills, particularly the ability to communicate clearly and concisely to a range of ages and audiences.
3. Proven experience of developing, delivering and evaluating strategies that achieve change.



4. Understanding and experience of using a range of influencing and campaigning techniques, and how to use them to good effect.
5. Experience of developing and maintaining effective working relationships both internally and externally, including negotiation with organisations or individuals with differing perspectives and agendas.
6. Good knowledge of Welsh Government structures, Senedd processes, and experience of influencing them
7. An understanding of the Welsh political, policy and campaigning context as it relates to mental health
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, including national performance data, research reports and legislation.
10. Ability to take decisions based on good judgement and flexibility to change direction as needed.
11. Ability to prioritise tasks, and to project manage, including planning, implementing, overseeing and evaluating multiple projects to meet agreed deadlines and targets.
12. Understanding of what equal opportunities means and the ability to incorporate equality practices into all aspects of the work.
13. An understanding and commitment to the aims and objectives of Mind.

## **Desirable criteria**

1. Experience of managing staff or volunteers.
2. Experience of being a media spokesperson, e.g. of being interviewed by the media.
3. Experience of working on UK/Welsh legislation.
4. Knowledge of current public policy issues relating to mental health.
5. Direct or indirect experience of mental health problems.



6. Ability to speak and/or write Welsh.