



# Mind Music Lead - job description

<b>Grade</b>	E
<b>Type of contract</b>	Until March 31 2023
<b>Directorate</b>	External Relations
<b>Team</b>	Media
<b>Reports to</b>	Head of Media
<b>Responsible for</b>	N/A
<b>Location</b>	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office
<b>Hours</b>	Up to 35hrs p/w

## Purpose of the job and scope of the job Key Responsibilities

### **Purpose of the job**

Mind holds a number of significant relationships related to music, has a track record in this area externally, as well as a number of music-focused services and initiatives.

This strand of work offers additional opportunities for Mind's strategy, including raising awareness among new audiences, expanding our supporter base and raising vital funds.

This role will play a pivotal role in ensuring relationships and opportunities across the music industry are effectively coordinated within Mind. It will scope and establish new relationships with celebrities and influencers, oversee an external music committee and internal Mind Music Working Group, as well identify and take forward new external opportunities for Mind in this space.



## Key responsibilities

- Oversee the day-to-day work of the internal Mind Music Working Group, working closely with the Chair and Head of Media and PR
- Work with other key teams across Mind to ensure a coordinated approach to stakeholder management and interactions around music
- Maintain current knowledge of all music industry opportunities across Mind and maintain systems for tracking and sharing this
- Working with the celebrity team, lead on scoping and further developing Mind's music 'talent' approach, including identifying new talent for broader audiences and strategic development audiences
- Working collaboratively with colleagues across Mind, lead on establishment and coordination of a Mind Music Committee
- Lead on scoping opportunities for potential involvement in music festivals for Mind
- Lead on coordinating the establishment of a Mind music event in 2022 and scope opportunities for 2023
- Any reasonable additional duties pertaining to this role

## Expectations

All members of staff at Mind, or those contracted to carry out work for 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 ensure that all responsibilities and activities within this post are in accordance with the terms and spirit of Mind's policies.
3. To adhere to relevant legal and statutory requirements including the Data Protection Act and the Health and Safety at Work Act.
4. To use Mind's resources responsibly.
5. To contribute to making Mind a greener workplace.
6. The nature of the post will require flexibility in undertaking the role.



# Person specification

## Essential criteria

### Experience:

1. Significant experience of working directly with external organisations of all sizes, with a particular focus on influencing and partnership working.
2. Successful track record of pitching project ideas to a range of different stakeholders (internal and external) and securing support.
3. Demonstrable experience of working strategically, identifying opportunities to support organisation-wide strategies.
4. Demonstrable experience of scoping and driving new ideas, including building a strong case for support and making them a successful reality.
5. Significant experience of scoping, planning and managing events.
6. Experience of working with, and advising, senior stakeholders.
7. Experience of managing projects and budgets, including forecasting, setting, monitoring and reporting.

### Skills:

1. Outstanding written and oral communication skills, and the ability to interact with a diverse range of people.
2. Excellent relationship management skills with the proven ability to motivate partners and colleagues.
3. Exceptional judgement and analytical skills and experience of applying these in a fast-moving environment.
4. Proven ability to take responsibility for tasks and act on own initiative particularly to solve problems and find solutions.
5. Well-developed prioritisation skills, and the ability to work to tight deadlines.
6. 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 the communications landscape.

## Desirable criteria



1. Direct or indirect experience of mental health problems.
2. Knowledge or understanding of the mental health landscape.
3. Experience of working in voluntary or third sector organisations.
4. Consummate networker with established contacts within the music industry.
5. Experience of identifying and taking forward opportunities for generating charitable income.
6. Direct experience of working with influencers/celebrities.