



# Head of Supporter Engagement

## Job description

<b>Grade</b>	F
<b>Type of contract</b>	Fixed term – maternity cover 12 months
<b>Directorate</b>	External Relations
<b>Team</b>	Communications and Marketing
<b>Reports to</b>	Head of Communications and Marketing
<b>Responsible for</b>	Currently 2 direct reports: Membership and Participation Manager; Senior Supporter Engagement Officer (up to 6 subject to budget)
<b>Location</b>	Flexible, hybrid Stratford/Cardiff office and/or homeworking
<b>Hours</b>	35hrs per week

### About the role

#### Purpose of the role

The purpose of this job is to lead Mind's supporter engagement work across the organisation, ensuring that we provide a personal and tailored experience to a wide range of individuals who engage with Mind. You will have strategic responsibility and delegated accountability for delivering our supporter engagement strategy, working across departments to ensure we put supporters at the heart of everything we do.

You will build close working relationships with key internal senior stakeholders, as well as work across several teams, and alongside audience managers to deliver Mind's strategy. You will also work with external stakeholders, including co-designing engagement activity and ensuring we are constantly learning and improving the experience people have when engaging with Mind.

The unique experiences and views of people with mental health problems are at the heart of everything we do at Mind. All our work is informed and shaped by lived experience and our ambitions for improving how we engage our supporters recognises that the people who support us very often do so for personal reasons, either their own lived experience, or that of a family member or friend.



You will take organisational oversight for our supporter engagement work, direction setting and ensuring implementation of supporter engagement journeys and principles.

Through your leadership you will realise our ambition to create a step change in how we engage with our supporters across the whole organisation. This includes planned and evaluated supporter journeys and improved use of audience insight to understand the values, motivations, and behaviours of our supporters. This will ensure they receive the best care and attention and are offered the opportunities that will enable reciprocal lifetime value. You'll oversee our supporter communications planner, working alongside the Strategic Communications and Marketing plan. As well as ensuring that we adhere to guiding principles from our supporter promise and data governance framework.

You will also support the development and rollout of our new participatory approach model. This new approach is exploring how we can be truly collaborative; creating a community that people can participate and share in and helps Mind deliver our strategy.

### About Mind

This is an exciting time to work for Mind. After a challenging year, which also included undergoing a period of change – Mind launched a new strategy in April 2021. The focus of our new strategy is on supporting those people disproportionately affected by mental health issues. Our long-term, and specific ambitions for the next three years are:

- Becoming a truly anti-racist organisation
- Supporting young people – with a focus on trauma
- Fighting for the mental health of people in poverty

### About the team

The Communications and Marketing team sits within Mind's External Relations department, which brings together all Mind's campaigning, policy, information, legal, communications and press work. Its key purpose is to develop a dynamic role for communications within Mind, supporting organisational change, and ensuring our work and our messages are coordinated to increase Mind's impact and profile.

The Communications and Marketing team's purpose is to shape, tell and coordinate Mind's story to ensure our communications achieve our strategic goals and engage our audiences.



## Key Responsibilities

1. To lead and transform how we engage with our supporters (financial and non-financial) to achieve Mind's mission, vision, values, and strategic objectives, overseeing a cultural shift and supporting teams across the organisation to deliver to their specific objectives within this.
2. To implement the supporter engagement strategy, producing annual plans and a programme for regularly monitoring and evaluating. You will constantly review to refine and improve our approach based on performance.
3. Work collaboratively with key stakeholders to design and deliver a series of supporter engagement journeys, setting and measuring against KPIs and overcoming barriers and redefining based on insight.
4. Work closely with the Head of Communications and Marketing, and the Membership and Participation Manager to develop Mind's new participatory approach model. Led by co-design principles this includes wide stakeholder engagement, project management where needed, strategic implementation and a hands on approach to delivering this transformational cross organisational project.
5. Ensure audience insight informs our supporter engagement, overseeing the annual supporter survey and contributing to the success of our new audience strategy.
6. Provide regular reports on progress to Head of Communications and Marketing and the Contact and Supporter Programme Team.
7. Take responsibility to ensure that standards and processes, which govern the scheduling of our communications are fit for purpose and all supporter engagement is compliant with GDPR and fundraising regulations.



8. Lead a cross organisational matrix team, supporting audience managers across Mind, holding regular meetings, and building excellent collaboration across teams.
9. To lead the Supporter Engagement and Membership unit, monitoring output and developing the skills of staff in the team. This includes undertaking supervisions and appraisals of direct reports, and managing team's wellbeing, in line with Mind's policies.
10. To develop and manage budgets for supporter engagement projects and undertake effective financial management of these. This will include forecasting, setting, monitoring, reviewing, and reporting on expenditure.
11. To work collaboratively with other staff, senior managers, trustees, and other internal and external stakeholders and to lead by example and contribute to a culture of co-operation, flexibility, and adaptability within the department and across Mind. As supporter engagement lead you will value all supporter 'products' equally, not favouring one engagement opportunity over another and enabling others to think supporter first.
12. To share peer responsibility for the work of the Communications and Marketing team and provide operational peer support and cover and to deputise for the Head of Communications and Marketing as required.
13. Support communications and marketing ambitions to be driven by a strategic communications schedule, audience insight and clear priorities and lead and align the Supporter communication planner to deliver the data governance framework and to co-ordinate our message and impact around key moments.
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. To make a range of professional, technical, specialist and other relevant decisions ensuring that all decisions are appropriately informed and made in accordance with Mind's approach.



16. To assess and manage problems and risks to Mind in own area of work and for the department and where relevant across the organisation.
17. Ensure that our supporter engagement and our communications with supporters are appropriately informed by the views and experience of people with lived experience of mental health problems.
18. To provide subject matter expertise and provide advice and support to the department and organisation as required.
19. Keep abreast of external trends in supporter engagement and developments and changing circumstances including regulation changes to ensure we learn and adapt. To identify and propose relevant development opportunities for Mind and to provide updates and reports to senior management as required.
20. To be an ambassador, spokesperson and representative of Mind as required at events and in the media.

## **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:

- Keep abreast of internal and external developments and respond accordingly.
- To attend and contribute to supervision and appraisal process, meetings, training, and other events as required.
- To adhere to relevant legal and statutory requirements including the Data Protection Act (ensuring an appropriate level of confidentiality at all times), Health and Safety at Work Act (ensuring H&S of own and others at all times) and any other relevant/charity law.
- Having a flexible approach and a can-do attitude with colleagues in the team and beyond, consciously preventing silos and organisational boundaries and being prepared to support others and work where the need is greatest



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 customer engagement role and demonstrable track record in developing and delivering customer/supporter strategies that use insight to provide an excellent experience across multiple touchpoints and drive up loyalty including satisfaction, trust and commitment
2. Significant experience of leading change, or rolling out a new area of work in a complex organisation, including strong influencing skills to take people at all levels with you
3. Strong leadership skills and ability to bring cross organisational teams together to influence, solve problems and lead change.
4. Experience of audience insight and segmentation principles and use of data and CRM systems to develop supporter journeys and measure and evaluate success
5. Knowledge of strategic communications planning and managing a variety of channels to ensure customer/supporter experience is coherent, effective, and fulfilling for individuals as well as meeting team objectives and organisational goals
6. Excellent understanding of compliance and data protection issues and the skills to develop and implement improvement processes.
7. Experience of managing a team, supporting and developing staff and effectively managing team resource to build flexibility in a fast paced environment.
8. Experience of project management including planning, developing, implementing, monitoring, evaluating, and regular reporting on performance to senior stakeholders.

## Desirable criteria

1. Understanding and empathy towards mental health problems and an understanding of Mind's purpose, vision, values, and ambition and what this means in relation to this post and the ability to incorporate this into all aspects of work
2. Knowledge and understanding of equity and inclusion and what this means in relation to this post and the ability to incorporate this into all aspects of work



3. Knowledge of a complex federated organisation and the implication on customers/supporters from a national and local perspective
4. Commitment to your own continuing professional and personal development