



Job description

Job title	Media Engagement & Awards Manager
Department	Media Team, External Relations Department
Reporting to	Head of Media
Responsible for	Media Engagement Officer Freelancers (as required)
Remit of the post covers	England and Wales
Salary	Grade E of Mind's salary scales
Hours	35 hours per week
Based at	Stratford, London
Length of contract	6 months (initially) with scope to lengthen

Purpose of the job

We're Mind, the mental health charity. We won't give up until everyone experiencing a mental health problem gets support and respect. We provide advice and support to empower anybody experiencing a mental health problem and we campaign to improve services, raise awareness and promote understanding.

This exciting role is responsible for the design and delivery of our media engagement strategy. You will lead a service that supports hundreds of media professionals each year with their reporting and portrayals of mental health. You will establish and nurture contacts with a variety of media professionals with the aim of improving media representations of mental health as well as securing change within media companies themselves.

You will also project manage the Mind Media Awards, an annual event which celebrates the very best reporting and depictions of mental health in the media.

Scope of the job

As Media Engagement & Awards Manager you will be part of the Mind Media team and report to the Head of Media. The Media team sits within Mind's External Relations department bringing together all Mind's campaigning, policy, communications, digital, information and legal work. You will also work closely with Time to Change campaign colleagues.

You will have overall responsibility for running our media engagement service giving advice and support to journalists and documentary-makers and consulting on major soap and drama storylines.

You will also project manage the prestigious Mind Media Awards ensuring the smooth running of this event. You will oversee all elements of the awards from drumming up entries to delivering a professional and engaging awards ceremony. You will chair a cross organisational project team and manage relationships with suppliers, sponsors, judges and nominees.

You will line manage the Media Engagement Officer overseeing their professional development. You will also manage freelancers and temporary staff, as required.

You will ensure people with mental health problems are involved in the design and delivery of our work by co-ordinating opportunities for them to undertake media interviews, provide consultation on TV programmes and be involved with the shortlisting and judging of our Mind Media Awards

You will be a confident communicator and regularly develop and deliver presentations and workshops about mental health within media companies and at media industry conferences and events. You'll be at the frontline of Mind's media engagement activity so must be a strong influencer.

The Mind Media Awards are a high profile event, logistically challenging, which requires a high degree of project management skill and strong experience of major event organisation.

You may be required to deputise for the Head of Media and occasionally the job will involve some out of hours work. There will also be occasional travel across England and Wales a few times a year.

Mind aims to ensure that the needs and interests of mental health service users, women and black and minority ethnic communities, disabled people and lesbians, gay men, bisexuals, transgender and people of all ages are reflected in all its activities. You will be expected to contribute to this aim.

Key responsibilities

1. To implement and evaluate our media engagement strategy.
2. To project manage the Mind Media Awards developing and implementing a cross organisational project plan, ensuring key milestones are met and managing relationships with suppliers.
3. To work collaboratively with our awards delivery partners such as sponsors and media companies.
4. To line manage the Media Engagement Officer and ensure they have the necessary knowledge and skills to undertake their role effectively and are managed in accordance with Mind's values, competencies, policies and procedures.
5. To employ and manage freelancers, temporary staff and agencies as required.
6. To involve people with experience of mental health problems, from a diverse range of communities, with the design and delivery of our media engagement service and Mind Media Awards.
7. To proactively target senior media professionals such as Editors, Controllers and Commissioners developing their strategic involvement with our work encouraging them to develop more programmes around mental health and commit to improving portrayals.
8. To organise, implement and evaluate training and workshops for media professionals on how to accurately and sensitively report on or depict mental health problems.

9. To create and maintain an online training resource for the media, in consultation with media representatives and people with mental health problems. This will involve the production and maintenance of dynamic and interactive content such as guides, films and infographics.
10. To undertake media interviews as a Mind spokesperson and to represent Mind at conferences, external events and meetings with the media, policy makers and others.
11. To be proactive in monitoring current events and trends in the media industry and mental health and proactively inform the organisation as appropriate of any relevant changes and their implications.
12. To monitor, evaluate and report on the impact of the Media Engagement Service and the Mind Media Awards, regularly reviewing performance against targets and providing quarterly activity reports for the management and governance teams.
13. To draw up and manage the budget for the Media Engagement Service and Mind Media Awards.
14. To prepare papers for and present to Mind committees and internal forums as necessary.
15. To deputise for the Head of Media when necessary.
16. To undertake other duties that may from time to time be necessary, and that are compatible with the nature and grade of this post.

Expectations

1. Attend and contribute to appropriate internal meetings, working groups, training, supervision and the appraisal process.
2. Develop a positive understanding of relationships with key stakeholders, especially people with mental health problems.
3. High level of energy, commitment and creativity.
4. Ensure all responsibilities and activities discharged within the post are consistent with the terms and spirit of Mind's policies.
5. The post will be based in London but will be occasionally expected to travel and work outside normal working hours, including some overnight stays away from home.
6. Undertake other duties that may from time to time be necessary, and that are compatible with the nature and grade of this post.
7. The nature of the post will require flexibility.
8. Contribute towards making Mind a greener workplace.

Person Specification: Media Engagement Manager

Essential criteria

Experience

1. Demonstrable relevant experience of working in media, PR or events.
2. Ability to maximise opportunities to promote Mind's work and a clear understanding of the needs of different media.
3. Strong news judgement and ability to deal confidently with journalists and programme makers.
4. Substantial experience of project management, including proven success at devising, implementing and evaluating strategies and managing budgets for projects.
5. Demonstrable relevant experience of planning and managing complex large scale events to a high standard.
6. Experience of managing contracts and negotiating with suppliers.
7. Demonstrable line management experience including supporting and developing staff.
8. Experience of developing effective working relationships with a wide range of stakeholders. In this post this would include commissioners, producers, scriptwriters, researchers, journalists, senior media professionals and people with mental health problems.
9. Experience of leading projects or teams involving cross organisational collaboration.
10. Experience of using a range of communication tools including social media channels.

Skills

1. Excellent communication skills including verbal, written and presentation skills.
2. Exceptional planning and organisation skills with impeccable attention to detail
3. Confident working independently and a proven ability to take responsibility for tasks and use own initiative
4. Good team working skills and ability to work collaboratively.
5. Exceptional judgement and analytical skills and experience of applying these in a fast-moving media environment.
6. Well developed prioritising skills, and the ability to work to tight media and internal deadlines.
7. Good computer skills, including Microsoft PowerPoint, content management systems and database skills.

Knowledge

1. Demonstrable in-depth knowledge and understanding of mental health issues.

2. Demonstrable commitment to Mind's aims and objectives, and an understanding of Mind's work.
3. A commitment to contribute to furthering equal opportunities and mental health user involvement policies through their work.
4. Willingness and ability to travel in England and Wales.

Desirable

1. Direct or indirect experience of mental health problems
2. Experience of working in voluntary or third sector organisations