



Job Description

Job title	Head of Content (Information) – job share opportunity
Reporting to	Head of Information and Support
Responsible for line managing	Information Content Manager Information Editorial Manager Senior Information Officer Senior Editorial Officer – Young People (with a total team size of 11)
Salary	External Relations: Information and Support Unit
Directorate	Grade F of Mind’s salary grades
Hours of work	21-28 hours (flexible) per week as part of a FTE job share
Located at	Mind’s Stratford office
Type of contract	1 year fixed contract (maternity cover)
Budgetary responsibility and accountability	Annual budget of approximately £1mil

Purpose of job

Under the direction of the Head of Information and Support, to run the Information Team to deliver against Mind’s strategic plan and objectives, and to contribute to the shaping and delivery of future plans and activity.

Mind recognises the development of Mind’s Information Services as crucial to the delivery of our strategic ambitions and you will play a key role in continuing to develop the team’s expertise in the field of mental health, and creating content to share that expertise within and without the organisation.

The content produced by the team reaches many millions of people each year, and is a highly-visible element of Mind’s work. Working to agreed yearly objectives and strategy, you will be accountable for work which directly impacts organizational performance and which empowers many people with mental health problems to make choices about their support and treatment.

The team also provides training and support to Mind’s helpline, located near Cardiff.

Scope of the job

The Information Team supports the work of Mind and its networks by providing up to date and accurate information on mental health topics.

You will lead the work of the Information team with specialisms in information provision, publishing and engagement ensuring our information portfolio is fit-for-purpose, quality assured, accessible and meets the needs of people with mental health problems.

You will work closely with other managers and colleagues across Mind in the delivery of the information services programme, and be a capable influencer and communicator at all levels of the organisation.

You will also be a "go-to" expert on the subject of mental health, and be confident when briefing or speaking to the media.

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 and people of all ages are reflected in all activities. You will be expected to contribute to this aim.

Key responsibilities

Management responsibilities

1. To work with the Head of Information and Support to agree annual work objectives in line with Mind's strategy; to take responsibility for achieving these objectives and then to lead the team in developing programmes of work to deliver Mind's information service.
2. To work with colleagues across Mind to ensure Mind's information output is consistently of a high-quality.
3. Provide effective leadership and promote high performance standards in the delivery of Mind's objectives and priorities
4. To manage the Information Team, including having responsibility for day to day management for the Managers, Senior Editorial Officer (Young People) and Senior Information Officer with supervisions, appraisals and team meetings.
5. To oversee the work of the Information Content Manager, Editorial Manager, Senior Editorial Officer (Young People) and Senior Information Officer, to ensure that Mind's publications are fit-for purpose, high-quality, created and updated according to appropriate guidelines ensuring brand and Information Standard compliance.
6. To lead, assist and advise line reports, and develop the skills of individuals within the team context.

7. To effectively lead the team to deliver an “all-age” information service, overseeing the development of an integrated suite of information resources for under 18s.
8. To ensure Mind’s information resources are accessible and relevant for a broad range of audiences

Job specific responsibilities

9. To devise and implement strategies to ensure that Mind’s information service is delivered in the most effective manner, appropriate to the needs of Mind staff and networks. This will include making decisions about appropriate priorities and looking creatively at methods of delivery.
10. To devise ways to work throughout Mind and its networks to promote the information service.
11. To implement evaluation methods of the information service in accordance with Mind’s evaluation project and to develop strategies and practical procedures for continuous monitoring and improvement to achieve targets and report Key Performance Indicators.
12. To be led by the Head of Information and Support in drawing up a budget for the Information Team and to manage this budget. To independently draw up and manage budgets for specific funded projects where appropriate.
13. To work closely with Fundraising to ensure that the Information team’s core work plan contains projects or work that can be packaged to appeal to funders and donors, and ensure this is communicated to fundraisers in a timely manner.
14. To develop and implement policies and procedures to enable Mind’s information publications to achieve external quality accreditation. To be responsible for continuous quality improvement work relating to Mind’s information products.
15. To oversee the implementation and evaluation of training courses for Information staff and helpline workers on mental health issues.
16. To work closely with the digital and communication teams, influencing to ensure that information content is prioritized in Mind’s public-facing communications.
17. To represent Mind at external events and meetings.
18. To deputise for the Head of Information and Support as appropriate, including representation at internal and external meetings and working with the media.

19. To carry out other duties that may, from time to time, be necessary and compatible with the nature of the grade of this post.

Expectations

You will be expected to:

- A) Attend and contribute to team meetings, supervision, appraisal process, Mind staff training and any other training identified as appropriate for the post.
- B) Ensure that all responsibilities and activities within this post are consistent with the terms and spirit of Mind's policies.
- C) 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.
- D) Maintain an appropriate level of confidentiality at all times.
- E) Contribute to making Mind a greener workplace.
- F) Deputise for the Head of Information and Support.
- G) Have flexibility in undertaking the role.

Person specification: Information Manager

Essential criteria

Experience

1. Significant experience in strategic planning and managing and leading a multi-disciplinary team to successfully achieve long-term organizational goals and targets.
2. Significant understanding of research, writing and publishing processes, and of managing these processes to deliver high-quality outcomes.
3. Significant experience of and demonstrable commitment to user involvement throughout an entire publishing process.
4. Experience of managing budgets, including monitoring numerous budget strands.
5. Experience of working with the media, explaining complex issues in a confident and easy-to-understand manner.

Skills

6. Ability to lead a team and through personal leadership instill a culture of co-operation, flexibility and adaptability.
7. Proven ability to work across an organization, influencing and supporting colleagues from a range of backgrounds as required.
8. Proven ability to work to own initiative and to effectively use professional judgement to progress work with limited guidance.
9. Evidence of having successfully managed projects to completion.
10. Excellent written and verbal communication skills and an ability to communicate complicated information in plain language. You will also be comfortable in communicating with senior colleagues and on occasions with Trustees.
11. Excellent IT skills, particularly in using website CMS, databases and library management systems.

Knowledge

12. Demonstrable expert-level knowledge and understanding of mental health issues, treatment and support.
13. Demonstrable understanding of best practice in the creation/ distribution of information to support decision making for health.
14. Demonstrable understanding of the external policy environment relating to provision of health and social care information.
15. Demonstrable commitment to Mind's aims and objectives, and an understanding of Mind's work.
16. A commitment to contribute to furthering equal opportunities and mental health user involvement policies through their work.

Desirable criteria

1. Experience of knowledge management.
2. Experience of partnership working and stakeholder management.
3. Ability to develop, deliver and evaluate training.
4. Experience of working in the voluntary sector.
5. Direct or indirect experience of mental health problems.