

Associate Director, External Relations - Job Description

Grade	AD
Type of contract	Permanent
Directorate	External Relations
Reports to	Director of External Relations
Responsible for	Head of Communications and Marketing; Head of Media and PR
Location	Stratford, London
Hours	35 per week

Purpose of the job and scope 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 is a new post sits within the large and successful External Relations team, comprising 5 teams: Communications and Marketing, Media and PR, Information, Policy and Campaigns and Legal. You will work closely with the Director of External Relations to share in the wide span of responsibilities across the directorate, deputising internally or externally as required. Alongside the Director, you will play a key role in living and promoting Mind's values in all that we do to the benefit of people with mental health problems and ensuring Mind maintains a consistent, coherent external presence.

The main purpose of this role is to lead on all aspects of communications across Mind, devising and delivering the organisational transformation that is required for Mind fully to realise the potential of our brand, ensuring we optimise the opportunities coming our way and sustain the high quality of our communications across National Mind, local Minds and in Retail.

You will line manage the Head of Communications and Marketing and the Head of Media and PR, supporting both in their roles and in delivering an integrated communications approach. You will champion a range of transformational communications ambitions, in particular, ensuring we bring supporter and wider audience engagement to the heart of all our work; helping to drive forward a single organisational view of audiences across Mind; working with the Associate Director of Fundraising to instil a data and insight-driven approach to supporters; improving organisational understanding of brand, communications and media strategy and narrative. You will champion the role of communications with senior stakeholders within Mind, including our network of shops and of independent local Minds. In particular, you will help ensure our work is accessible to all audiences, especially people from Black, Asian & Minority Ethnic audiences.

You'll be responsible for a number of high level external strategic relationships-for example with specific corporate supporters such as ITV, key media thought leaders and influencers.

Job Description and Personal Specification



You will lead efforts across the External Relations team to integrate the directorate's activities to meet organisational strategy. You will lead the thinking and action for external relations on meeting Mind's organisational challenge areas including our commitment to becoming a proudly anti-racist organisation. You will work with senior external stakeholders, including our corporate partners as required and act as project sponsor when requested.

You will have a significant level of responsibility and autonomy in this senior leadership role. You will be accountable for a budget of around £2.7m and a direct staff team of xx.

Post COVID-restrictions, the role will occasionally require travel within England and Wales and overnight stays. There will be occasional unsociable hours and evening/weekend work.

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

Key Responsibilities

Comms responsibilities:

- Provide strategic leadership for the Communications and Marketing and the Media and PR functions within Mind, working with the heads to advise Mind's senior leadership on all aspects of communications, marketing and media for Mind.
- In consultation with senior colleagues and the Comms and Media teams, drive cultural change across all Mind teams, Mind Retail and local Minds, to transform the understanding of the role and purpose of brand, media and communicationsto ensure a more consistent and coherent external impact.
- Champion commitment to a data and insight driven single organisational approach to audience engagement.
- Actively contribute to Mind's strategic and corporate objectives, including working across our two Nation (England and Wales) strategy, Mind Retail and local Minds, by proactively identifying, managing and ensuring synergies across the organization and partners to maximize our impact.
- In close liaison with the Associate Director of Fundraising and the Associate Director Networks and all Mind's Directors, ensure integration of all external audience-facing work to maximise brand awareness and the delivery of our strategy.
- Champion the development of Mind's participatory community of supporters and activists, working closely with the Director of Networks and Communities and Associate Director of Fundraising.
- Champion internal communications and engagement.
- Working with colleagues in Fundraising, develop relevant senior relationships with corporate or brand partners, making directorate decisions to secure the best outcomes for Mind's brand and profile.
- Provide exemplary leadership to direct reports and all staff in the Comms and Marketing, Media and PR teams, supporting the development of each staff member to reach his or her full potential and achieve Mind's strategic objectives in accordance with a commitment to a mentally healthy workplace.
- Support the Director to be accountable for financial and budget management for the Comms and Media teams and other designated programmes and projects as required supporting your teams with planning, forecasting, monitoring and managing their resource.
- Ensure the views of people with experience of mental health problems inform and guide Mind's comms, marketing, media and PR and that increasing engagement of diverse groups.

Directorate responsibilities:

- Share peer responsibility for the External Relations Directorate, providing support as required and deputising for the Director internally or externally, including out of office cover, being on call and dealing with emergencies.

- Alongside the Director of External Relations, lead and inspire the External Relations team to live Mind's values, ground their work in lived experience and prioritise the benefit brought to people with mental health problems.
- Build and maintain an overview of organisational strategic priorities to support External Relations teams to coordinate activities for optimal external impact.
- Inspire and lead the External Relations team on the development and delivery of our three organisational challenge areas relating to race, young people and poverty, ensuring these areas are embedded and coordinated for optimal external impact.
- Establish evaluation frameworks derived from organisational objectives for use by External Relations teams, both to assure the quality of work and to promote the work externally.
- Contribute to organisational change, driving accountability for external relations and championing integrated working across directorates.
- Undertake other duties that may from time to time be necessary, and that are compatible with the nature and grade of this post.

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.

Person Specification

Essential Criteria

Experience

1. Significant experience of directing, developing, implementing, managing and evaluating a strategic communications and marketing function at a senior management level, delivering outcomes against agreed objectives and targets.
2. Outstanding track record of contributing to corporate and cross-organisational communications strategy and of advising an executive/board.
3. Demonstrable experience of delivering digital transformation across communications, elevating the brand and delivering highly engaging content to drive forward charitable aims.
4. Experience of leading complex, high profile change and transformation with demonstrable qualities as a lead change agent.
5. Demonstrable experience of working collaboratively with individuals, groups, organizations and other internal and external stakeholders.
6. Experience of building and managing relationships at a senior level for corporate partnerships and with celebrities and ambassadors in a charity or similar organisation.
7. Significant experience of providing outstanding leadership and management of a team or department including line management of direct reports managing performance, monitoring and evaluation, including developing and delivering quality improvement.
8. Demonstrable senior management level experience in programme and project management.
9. Senior management level experience of financial and budget management.

Skills

1. Excellent judgement, the ability to identify, analyse and manage risks, the confidence to make strategic and operational decisions and to advise senior management and trustees.
2. Outstanding verbal and written communication skills to chair meetings, deliver presentations, write senior and complex correspondence, reports, presentations, policies, procedures, processes and strategy papers to influence outcomes.
3. Outstanding interpersonal and relationship management skills including being able to influence, negotiate and deal with conflict. Proven success in building productive professional relationships and partnerships with a wide range of individuals and organisations with different perspectives or agendas.
4. Excellent problem solving skills and the ability to find creative and innovative solutions to complex problems.
5. Outstanding self-management skills to work independently, autonomously and as part of a team, using own initiative and being flexible and adaptable.
6. Excellent planning and organization skills to deliver work to agreed timescales and standards.

Knowledge

1. Knowledge and understanding of the wider voluntary sector across two nations.
2. Knowledge and understanding of Mind's mission, vision, values, what these mean in relation to this post and the ability to incorporate them into all aspects of the role.
3. Knowledge and understanding of equality and diversity, what these mean in relation to this post and the ability to incorporate them into all aspects of the role.

Other

1. Willingness to travel and work unsocial hours.
2. Commitment to your own continuing professional and personal development, including development in a strategic business context.
3. Commitment to uphold high standards of work and behaviour within professional, ethical and legal parameters.
4. Commitment to adhere to Mind's workplace values.
5. Commitment to promote and encourage a diverse workforce.

Desirable Criteria

1. Membership of CIPR and/or CIM.
2. MBA or similar strategic business qualification.
3. Experience of running membership or supporter engagement within a charity or similar organisation.
4. Direct or indirect experience of mental health problems.
5. Knowledge and understanding of data management, public fundraising/donor marketing approaches and supporter care.