



# Time to Change Manager

<b>Grade</b>	E
<b>Type of contract</b>	Fixed Term (Maternity Cover)
<b>Directorate</b>	Mind Cymru
<b>Team</b>	Time to Change Wales
<b>Reports to</b>	Head of Operations, Mind Cymru
<b>Responsible for</b>	Campaign and Strategy Lead and Programme Support Officer
<b>Location</b>	Flexible - likely to be hybrid mix of homeworking and time in the Cardiff office,
<b>Hours</b>	28hrs p/w

## About the role

This role is being advertised as a maternity cover opportunity to lead the Time to Change Wales programme and its staff teams based at Mind Cymru and Adferiad Recovery (Hafal) towards the successful delivery of the programme's objectives. Time to Change Wales, the national anti-stigma campaign has recently secured a 12-month funding extension from Welsh Government for the continuation of our work until March 2022. In addition continuing our core work, we will pilot and test new areas of work including working more closely with black, Asian and Minority ethnic communities and in areas of poverty and deprivation in Wales. This role is to continue the work which has already been initiated by the existing post-holder and to see it through to its successful completion. The role will also involve continuing the coordination of the bidding process which will aim to secure future funding for the Time to Change Wales campaign.

The post-holder will report to the Head of Operations, Mind Cymru and be accountable to the Programme Board and supporting them in setting the strategic direction and assuring the programme's impact at all times.

You will be responsible for the direct line management of the Campaign and Strategy Lead and Programme Administration Officer and have dotted line management responsibility for the Community Engagement Lead based at



Adferiad Recovery (Hafal). You will have delegated responsibility for all project management and for overseeing programme evaluation, and make recommendations to the Head of Operations on budget setting. You will need to produce detailed financial reports (with the Mind finance team) and monitor spend across a budget of up to £500,000. You will be required to operate within the financial guidelines of Mind as agreed by Mind's Council of Management.

## Key Responsibilities

1. To successfully deliver the Time to Change Wales programme in line with agreed funder objectives and targets.
2. To effectively manage the Time to Change Wales staff at Adferiad Recovery (Hafal) providing them with strong leadership and support and creating an integrated outcome focused team.
3. Maximise the staff team's resource, capacity and skills-base to deliver on our impact.
4. Continue to grow and maintain Time to Change Wales' profile and influence within our identified priority areas of focus.
5. Monitor overall team performance and manage programme risks in line with governance structures.
6. Ensure that the lived experience of mental health problems sits at the heart of the team's work at all times.
7. Lead on financial management including effective relationship management with funders, the preparation and presentation of quarterly and annual budgets, monitoring, reviewing, re-forecasting in accordance with corporate governance guidelines.
8. Support Governance and maintain good working relationship with the Board and funders.
9. Report to the funders and preparing and presenting reports for the Executive Board on all aspects of the programme's work including delivery and impact and address poor performance, issues and challenges should they arise.



10. To represent the campaign at senior level both internally and externally.
11. To work with integrity and compassion with staff, volunteers and partners at all times.

## Expectations

Role expectations:

- Operate in a partnership environment, ensuring that the programme work is delivered with the full engagement of partners.
- Develop and maintain positive relationships with key stakeholders to further anti-stigma work in Wales.
- Support and contribute to our overall aim of user/survivor participation, including within Mind and to be committed to working alongside users/survivors, as colleagues, (paid & unpaid) experts and campaigners.
- Support Time to Change Wales' commitment to bilingualism (in line with funders' standards) and ensure that the development and delivery of the programme represents both languages equally at all times.
- 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.

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.
- Where COVID-19 restrictions allow, 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.
- 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.

## Person specification

### Essential criteria

#### Experience/Skills/Knowledge:

1. Significant experience of running a complex, multi-faceted campaign or similar, possibly within a marketing, PR or communications environment.



2. Substantial experience of project and/or programme management across a complex span of work with a proven track record of delivery at a senior level.
3. Experience of programme governance and of managing Programme Board level relationships and funder relationships.
4. Experience of high-level stakeholder management and the ability to effectively communicate a vision.
5. Demonstrable experience of partnership working with a broad range of diverse partners.
6. Demonstrable experience of successfully leading and managing collaborative teams across multiple locations.
7. Demonstrable experience of organisational strategic planning and of providing strategic advice to a wide range of functional disciplines.
8. Experience of using leadership skills to deliver strategic programmes of work, or project stages. Implementing standards of practice across diverse projects, and monitoring the effectiveness of these standards.
9. Proven experience of analysis of evaluation data and producing performance-led monitoring reports, and use of them to identify risk factors and for reporting to funders and senior management teams, within agreed and often tight timescales.
10. Experience of working with funders, pulling together and supporting funding applications.
11. Demonstrable experience of detailed and accurate budget management and forecasts for significant amounts.

#### Desirable criteria

1. Experience of delivering previous behavioral change campaigns.
2. Experience of working on project and programmes which specifically engage with Black, Asian and Minority ethnic communities, preferably in Wales.
3. Experience of policy analysis and successfully implementing national policies, particularly in the field of rights or health and social care.



4. Good knowledge and understanding of the Welsh mental health and social care agenda within a statutory and voluntary sector environment.
5. Ability to work bilingually in Welsh and English.