



Senior Product Development Officer – Workplace Wellbeing

Job description

Grade	Grade D
Type of contract	Fixed term (to 31 March 2022)
Directorate	Fundraising
Team	Workplace Wellbeing
Reports to	Product Development Manager (Learning)
Responsible for	
Location	Flexible - likely to be hybrid mix of homeworking and time in Stratford or Cardiff office
Hours	28hrs p/w

About the role

The purpose of this job is to contribute to the delivery of Mind's strategic objectives and ongoing development by supporting the development, promotion, quality assurance and evaluation of the workplace wellbeing products and services delivered by Mind. Our current portfolio of paid-for services includes training and learning products (virtual training courses and eLearning), Mind's Workplace Wellbeing Index (a benchmark of best policy and practice in workplace mental health) and bespoke, consultancy services. You will potentially support elements of each of these but there will be a focus on specific elements such as the scoping future models of delivery and the development of new products.

You will contribute to Mind's vision of promoting and protecting better mental health for all by supporting the Product Development Managers in the ongoing development of high quality products and services for employers, organisations and individuals, ensuring



they clearly reflect Mind's values. This will include the development of new products and services as required to align with the portfolio of Mind's current offerings and address client needs as well as the ongoing development of existing products and services. You will also support aspects of evaluation and monitoring of the impact and quality of the products and services offered, and help shape on product implementation and on-boarding (e.g. creating guidance, briefing internal teams etc.).

You will report to the Product Development Manager (Learning) and provide occasional supervision of the Product Development Officer (Learning).

Key Responsibilities

1. Keep abreast of current developments and trends within the workplace wellbeing field and undertake research, consultation and analysis to inform the development of our workplace wellbeing products and services. This could include coordinating employer/client forums, conducting market research, competitor analysis and/or product analysis
2. Write, review and finalise a range of content for workplace wellbeing products and services, for example, training / learning content, recommendations, workshops, surveys, reports, ensuring all products continue to be relevant and appropriate
3. Tailor products and services to meet client needs as required
4. Lead the management of project work as assigned by the Product Development Managers, ensuring that quality criteria, budget and timelines are adhered to



5. You may also be required to support the production of content for use in speaking engagements including briefs, slide decks and scripts
6. Ensure that your product development work is appropriately informed by and reflects the views and experience of people with lived experience of mental health problems including those from diverse communities
7. Support the Product Development Managers in the evaluation of products and services, and recommendations for new products and services, including pricing
8. Support the development, quality assurance and monitoring of Mind's workplace wellbeing paid-for products and services, working with colleagues across the Development team and other teams across Mind (as required). This will also include supervising the work of the Product Development Officer and providing daily support and guidance to them when required
9. Develop the on-boarding and implementation process for new products and services, including communications, creating guidance and processes for the Delivery team and working with CRM/Data team to ensure the CRM is aligned with our offering
10. Understand fully Mind's Workplace Wellbeing offering to ensure that you are providing the best possible service to meet the needs of prospective and current client needs
11. Ensure that the products developed are appropriate and accessible to a Welsh audience. This includes, but is not limited to: translation of products, adaptation



to reference Welsh policy frameworks and supporting the development of pricing frameworks for the Welsh market

12. Ensure relevant contractual documents are in place where appropriate (e.g. Non-disclosure Agreement, Statement of Work, Terms & Conditions etc), liaising with internal and external contacts to facilitate this where necessary
13. Work collaboratively with the Communications, Information and Research & Evaluation teams as required to ensure all external content and communications are aligned
14. Adhere to Mind's internal systems and processes, including financial processing, updating the CRM, internal and external reporting etc.

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:

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 of delivering high quality services including, product development (workplace wellbeing training, eLearning, surveys, consultancy), content development, reporting, copywriting, copyediting and proofreading
2. Proven ability to develop high quality products and services for different audiences for digital and / or direct delivery



3. Ability to collate, analyse, present and advise on complex information, from a variety of sources including research reports, policy documents and legislation
4. Excellent verbal and written communication skills with excellent attention to detail
5. Proven ability to develop effective relationships with a range of internal and external stakeholders using a partnerships approach
6. Experience of managing projects and project work packages, contributing to planning processes and delivering work within budget to tight deadlines
7. Experience of working independently on own initiative; a motivated self-starter combined with the ability to work in a team, taking a positive, problem solving approach
8. Experience of managing or supervising the work of others, including supporting and developing staff.

Desirable criteria

1. Direct or indirect experience of mental health problems
2. Knowledge and experience in developing and/or delivering learning activities and insight/consultancy products
3. Experience of using learning management systems
4. Experience of using digital design tools e.g. Adobe Creative Suite
5. Experience of using survey scripting tools/platforms e.g. Qualtrics, Confrontit
6. Experience of developing costing/pricing for commercial / income-generation products
7. Experience of volunteering or working in or with the voluntary sector
8. Experience or understanding of the employment / workplace wellbeing field



9. Knowledge and understanding of Mind's mission, vision, values and ambition and what this means in relation to this post and the ability to incorporate this into all aspects of work.