



# Head of Strategy & Insight

## Job description

<b>Grade</b>	Grade G of Mind's salary scales
<b>Type of contract</b>	6 Months Fixed term contract
<b>Directorate</b>	Strategy
<b>Team</b>	Governance & Insight
<b>Reports to</b>	Chief Operating Officer
<b>Responsible for</b>	2 posts
<b>Location</b>	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office,
<b>Hours</b>	35hrs p/w

### About the role

As the Head of Strategy and Insight, you will lead a small team working across the organisation to guide, challenge and provide practical support for the planning, long-term development and effective delivery of Mind's strategic ambitions. Your team will provide high level analysis and ask critical questions, supporting the organisation to identify issues which require further investigation or exploration, supporting Board and Executive team members to navigate key strategic decisions. You will work in partnership with the Networks and Communities team to support the development of new ways to harness the strengths of Mind's federated model, understand our collective impact and find new ways of working in partnership to achieve our collective ambitions. You will lead the Strategy & Planning Department for England and Wales, with responsibility as listed below:

- Leading the development and establishment of Mind's post 2021 corporate strategy
- Ensure the implementation of the current corporate strategy throughout the annual planning cycle and year-round strategic decision making
- To lead the effective and proportionate evaluation of Mind's activities, informing a culture of learning and continuous improvement across the organisation



- To implement a pro-active programme of research and audience insights which effectively support strategic and service development
- To ensure meaningful engagement of people with lived experience of mental health problems, and the federated network of local Mind organisations, in the development of Mind's strategic ambitions

You will report to the Chief Operating Officer and provide line management to 2 direct reports and have overall responsibility for a small team of up to eight staff within the Strategy & Planning team. You will work with staff across Mind and work closely with senior management and trustees. You will also work with other stakeholders and external contacts in delivering Mind's strategic objectives.

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

1. To provide strategic lead to the Strategy & Planning team to achieve Mind's mission, vision, values and strategic objectives. This includes planning and organizing and taking accountability for the team's performance and delivery.
2. To lead on cross organizational work programmes, work streams and projects. This includes the planning and organising and taking accountability for relevant performance and delivery area and across traditional management structures and boundaries.
3. To manage the development and implementation of Mind's strategic and corporate objectives including working across One Mind considering 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.
4. To lead the commissioning and delivery of strategic development projects, ensuring strategic developments are led and informed by people with lived experience of mental health problems, that plans are developed alongside the federated network of local Mind organisations and that they deliver on our shared ambitions, nationally and locally.
5. To ensure the continuous development and effective delivery of Mind's strategic ambitions in a fast paced and changing external environment; ensuring annual



business planning is strategically aligned alongside supporting effective strategic decision making throughout the year as part of New Business Management Team.

6. To lead Mind's Research and Evaluation work, ensuring that the organisation's decision making is informed by the best available and appropriate level of evidence, demonstrating a commitment to evidencing outcomes and learning from experience.
7. Oversee the effective management of Mind's portfolio of internal and external evaluation projects which contribute to the measurement of the charity's strategic objectives. Providing coaching and support to the Head of Research & Evaluation and ensuring the necessary income for this work is secured enabling delivery of this work to a high standard.
8. Oversee the implementation of a programme of proactive research, audience insights and market analysis, which effectively support strategic and service developments, ensuring alignment with Mind's strategic priorities.
9. To ensure that strategic insights and ambitions are communicated effectively across the organisation, enabling staff to engage with Mind's vision, mission and values and informing their own work planning and delivery.
10. To lead on financial and budget management for the team and other designated programmes and projects as required. This will include forecasting, setting, monitoring, reviewing and reporting on budgets.
11. To provide exemplary leadership and line management to staff including appraisals, supervisions, team meetings, delegating, managing, engaging, developing and supporting staff to be the best they can be and to achieve Mind's strategic objectives and in accordance with Mind's commitment to a mentally healthy workplace.
12. Lead and develop effective working relationships with all staff and stakeholders and create a culture of co-operation, flexibility and adaptability to achieve Mind's strategic objectives and in accordance with Mind's commitment to a mentally healthy workplace.
13. To prepare papers, reports and presentations for internal and external meetings including senior management meetings, executive team, trustee and committee meetings. To attend, chair, and contribute to meetings, briefings, reviews, due diligence and auditing and compliance activities.
14. Lead effective communication about the team's work and ensuring this is aligned to other organisational communication.
15. To regularly assess and manage problems and risks to Mind and to develop a range of possible solutions and responses.



16. Lead the team to provide excellent customer services internally and externally, championing effective and highest levels of customer care and as necessary develop and introduce new standards of customer care and customer service levels.
17. To share peer responsibility for the directorate providing peer support and cover as required and to deputise for the Chief Operating Officer internally or externally including providing out of office cover, being on call and dealing with emergencies.
18. To be a thought leader, keep abreast of external trends and developments and changing circumstances and adapt accordingly the role, team, department and systems and procedures within Mind. To identify and propose relevant development opportunities for Mind and to provide updates and reports to senior management as required.
19. To be an ambassador, spokesperson and representative of Mind as required at events and in the media.

## 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.

1. To attend and contribute to meetings, training, and other events as required.
2. To attend and contribute to the supervision and appraisal process.
3. To ensure that all responsibilities and activities within this post are in accordance with the terms and spirit of Mind's policies.
4. To travel to meetings in England and Wales, which may require the need to work unsociable hours e.g. attending evening or weekend meetings or for overnight stay.
5. To adhere to relevant legal and statutory requirements including the Data Protection Act and the Health and Safety at Work Act.
6. To use Mind's resources responsibly.
7. To contribute to making Mind a Greener workplace.
8. The nature of the post will require flexibility in undertaking the role.



# Person specification

## Essential criteria

### Experience

1. Senior managerial experience of planning, organising, controlling, managing, developing and directing strategic and operational activities including multi-disciplinary areas of work which are complex and/or diverse and of delivering outcomes against agreed objectives.
2. Outstanding experience of providing leadership and management of a team, section or department including line management of direct reports.
3. Outstanding track record at of contributing to corporate and cross organisational business strategy.
4. Demonstrable excellent and effective influencing and negotiating skills and political judgement with proven success in building productive professional relationships and partnerships with a wide range of individuals and organisations.
5. Demonstrable experience of leading change and transformation with demonstrable qualities as a lead change agent.
6. Demonstrable senior management level experience in programme and project management.
7. Demonstrable senior management level experience of financial and budget management.
8. Demonstrable commitment to your own continuing professional and personal development.
9. Experience of working collaboratively and in partnership with individuals, groups, organizations and other internal and external stakeholders.



10. Significant experience of commissioning high quality, high value research and evaluation projects and able to demonstrate the use of insights in long-term planning and strategic development.
11. Qualified to masters' level education and/or professional qualification (or equivalent).

## **Skills**

1. Outstanding verbal communication skills to chair meetings, deliver presentations, network and work effectively with internal and external staff and stakeholders at all levels.
2. Outstanding interpersonal skills including being able to negotiate, give feedback, persuade, influence, deal with conflict, influence, work effectively with groups and individuals including those with differing perspectives and in challenging circumstances.
3. Outstanding written communication skills to write senior and complex correspondence, reports, presentations, policies, procedures, processes and strategy papers.
4. Excellent IT skills including use of Microsoft Office Outlook, Word, Excel and PowerPoint.
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 decision making skills and confident in making strategic and operational decisions.
7. Demonstrable excellent planning and organization skills to deliver work to agreed timescales and standards.
8. Excellent problem solving skills and finding creative and innovative solutions
9. Excellent at developing, implementing, managing, delivering highest customer services levels within a department.

## **Knowledge**



1. 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.
2. Knowledge and understanding of equality and diversity and what this means in relation to this post and the ability to incorporate this into all aspects of work.
3. Significant expertise in a specialist, technical or professional field.

## **Other**

1. Willingness to travel and work unsocial hours.
2. Commitment to your own continuing professional and personal development.
3. To uphold the high standards of work and behavior and within professional, ethical and legal parameters.

## **Desirable criteria**

1. Direct or indirect experience of mental health problems.
2. Knowledge and understanding of the voluntary sector.
3. Knowledge and understanding of mental health.