



Head of Content (Information)

Job description

Grade	F
Type of contract	Permanent, part-time
Directorate	External Relations
Team	Information
Reports to	Head of Information
Responsible for	Information Content Manager Information Editorial Manager Senior Information Officer Senior Editorial Officer – Young People (with a total team size of 11)
Location	Flexible - likely to be hybrid mix of homeworking and time in Stratford office
Hours	Between 14-18 hours per week as part of job share

About the role

The further development of Mind's Information Services is crucial to the delivery of Mind's strategic ambitions and this role plays a key role in this development.

The content produced by the Information Content 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.

You will lead the work of the Information Content 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.

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 work closely with the digital and communication teams, influencing to ensure that information content is prioritized in Mind's public-facing communications.
16. To represent Mind at external events and meetings.
17. To deputise for the Head of Information and Support as appropriate, including representation at internal and external meetings and working with the media.



18. 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

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-specific expectations:

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

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. Demonstrable expert-level knowledge and understanding of mental health issues, treatment and support.
3. Significant experience of and demonstrable commitment to user involvement in defining work plans and outputs.
4. Experience of managing budgets, including monitoring numerous budget strands.
5. Ability to lead a team and through personal leadership instill a culture of co-operation, flexibility and adaptability.
6. Proven ability to work across an organization, influencing and supporting colleagues from a range of backgrounds as required.
7. Proven ability to work to own initiative and to effectively use professional judgement to progress work with limited guidance.

Desirable criteria

1. Experience of working with the media, explaining complex issues in a confident and easy-to-understand manner
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.