# Employer Engagement Manager

# (Midlands Engine Mental Health & Productivity Pilot)

# Job description

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| Grade | D |
| Type of contract | Fixed term until 27 May 2022 |
| Directorate | Networks & Communities |
| Team | Community Programmes – Mental Health & Productivity Pilot |
| Reports to | Programme Manager - The Midlands EngineMental Health & Productivity Pilot |
| Responsible for | N/A |
| Location | Flexible – homeworking or flexible time in Stratford office |
| Hours | 35hrs p/w |

### About the role

### 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.

### The Employer Engagement Manager for the Midlands Mental Health and Productivity Pilot will be responsible for leading the employer communications and engagement work across Mind and other partner organisations involved in the Pilot. With a view to maximising the involvement of employers across the Midlands and ensuring they benefit from the various resources, services and tools that the Pilot has to offer. This will include supporting the delivery and evaluation of MHPP’s workplace mental health campaign across the region. The role will also support Mind’s Programme Manager in some activities in order to mobilise and deliver agreed activity that Mind will be delivering as one of the key pilot partners.

The Midlands Engine Mental Health & Productivity Pilot

The Midlands Engine is a coalition of Councils, Combined Authorities, Local Enterprise Partnerships (LEP), Universities and businesses across the Midland’s region, actively working with Government to build a collective identity, to present the Midlands as a competitive and compelling offer that is attractive at home and overseas. It has five priority areas, including ‘shaping great places by promoting the Midlands as a great place to live, visit, learn and work’.

The Midlands Engine Mental Health & Productivity Pilot is a £6.8m pilot that will support the Midlands Engine to achieve progress against this priority area. It will do this by delivering a step change in every area across the East and West Midlands in the support offered to employers and employees to promote and deliver better mental health across all types of organisations, leading to higher levels of productivity.

The pilot runs until July 2022. It will be delivered across three themes:

* Theme 1 – Review and Scoping
* Theme 2 - Development and implementation of pilot interventions
* Theme 3 – Monitoring, Evaluation and Sustainability

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

### Key Responsibilities

1. With support from the Programme Manager and other Pilot partners, deliver a programme of employer communication and engagement activity to meet project targets.
2. To lead the MHPP communications working group, in order to coordinate the delivery of MHPP communications on owned, earned, paid for and partner channels.
3. To ensure MHPP communications are consistent, appropriate and on message. In particular, to embed best practices around talking about mental health and the role of people with lived experience across MHPP.
4. To lead the Employer Campaign Advisory Group through the delivery and evaluation of MHPP’s regional workplace mental health campaign
5. To support the coordination and delivery of campaign related events as well as identifying and relevant external events and opportunities to promote the work of MHPP
6. Work collaboratively with key MHPP partner organisations to ensure smooth programme delivery.
7. Identify and build effective relationships with employers, industry and sector bodies with the potential to extend the reach and visibility of MHPP.
8. To lead some direct phone calls with employers to promote MHPP and signpost them to the most appropriate forms of support for their organisation.
9. Develop content, resources and materials for use by participating employers to support their involvement in the pilot and wider mental health strategic goals, as part of MHPP activities.
10. To contribute to the evaluation of MHPP’s campaign, including through identifying case studies that demonstrate impact and by carrying out qualitative research with our Campaign Advisory Group.
11. To support the collection and dissemination of insight from MHPP across Mind.
12. To contribute to the sustainability planning of the Pilot and it’s future work.
13. Regularly review performance against targets and milestones, providing activity reports to the Programme Manager
14. Undertake other duties that may from time to time be necessary, and that are compatible with the nature and 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.

* To work in a positive, collaborative and cross-organisational way across Mind and MHPP partners, proactively identifying and maximising synergies between work across teams throughout the organisation and with partners.
* To work independently and make decisions as appropriate.
* To develop positive relationships with key stakeholders
* To attend and contribute to meetings, training and other events as required.
* To attend and contribute to the supervision and appraisal process.
* To ensure that all responsibilities and activities within this post are in accordance with the terms and spirit of Mind’s policies.
* To occasionally 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.
* To adhere to relevant legal and statutory requirements including the Data Protection Act and the Health and Safety at Work Act.
* To use Mind’s resources responsibly.
* To contribute to making Mind a greener workplace.
* To actively promote equality and diversity within the MHPP.
* The nature of the post will require flexibility in undertaking this role.

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. Proven ability to persuade and influence target prospects into taking action
2. Proven experience of delivering and evaluating high profile integrated marketing or communications campaigns, ideally in the field of mental health, at a regional or national level.
3. Excellent written and verbal communications skills and experience of developing a range of emotionally engaging content for multi-media channels, tailoring messages and finding innovative and creative marketing techniques to reach target audiences.
4. Ability to develop strong partnerships with other organisations across a range of sectors, through strong relationship building.
5. Demonstrable experience of stakeholder management with a proven track record of liaising with internal and external stakeholders at all levels and coordinating outputs.
6. Excellent communication and marketing skills including verbal, written and presentation skills, with experience in content creation
7. Excellent planning and organisational skills to deliver work to agreed timescale and standards and manage multiple competing priorities / deadline.
8. Proven influencing and negotiating skills to encourage collaborative working and build positive relationships between external partners and internal teams.
9. Creative problem solving and analytical skills.
10. Experience of working as part of a team and providing support to colleagues.
11. Excellent computer skills, including Microsoft PowerPoint, email marketing software (MailChimp or similar) and excel skills.
12. Commitment to Mind’s mission, values, aims and objectives.

## Desirable criteria

1. Direct or indirect experience of mental health problems.
2. Experience of working on mental health programmes and knowledge and understanding of workplace wellbeing mental health issues.
3. An understanding of Mind and its networks, or similar structures within the voluntary sector.