



# Policy and Campaigns Manager – job description

<b>Grade</b>	E (£42,050 - including London weighting)
<b>Type of contract</b>	Permanent
<b>Directorate</b>	External Relations
<b>Team</b>	Policy and Campaigns
<b>Reports to</b>	Head of Policy, Campaigns and Public Affairs
<b>Responsible for</b>	Senior Policy and Campaigns Officer x 3
<b>Location</b>	Flexible - likely to be hybrid mix of homeworking and time in Stratford office
<b>Hours</b>	35hrs p/w - flexible working available

## About the role

Alongside people with mental health problems, the policy and campaigns team advocates for improvements in public policy and legislation in England and Wales so people get support and respect. This involves public affairs, policy influencing, public facing campaigning, and mobilising campaigners.

You will lead and manage Mind’s policy and campaigns strategies in England and Wales with the outcome of improving the lives and experiences of people with mental health problems. You will identify the right tools and tactics to use to deliver beneficiary impact. As part of the Policy and Campaigns management team, you will help develop team plans and budgets, ensuring the delivery of effective policy and campaigning activities from high performing and motivated team members.

You must be proactive in your approach and stay on top of developments in the political and public policy environment. You must be able to develop and maintain relationships with key stakeholders within Mind and externally. And you must be able to identify and take advantage of opportunities to influence – through public facing campaigning, policy influencing, the parliamentary process (including legislation) or service delivery practice. Finally, you will ensure opportunities to cross-sell content across Mind’s fundraising team, and our network of Local Minds, campaigners and members are identified and pursued.

You will be spokesperson for the organization and will manage a number of posts in the Policy and Campaigns team. You will be supported by other members of the policy and campaigns team, including line management by the Head of Policy, Campaigns and Public Affairs. You will work closely with the Director of External Relations and Chief Executive, advising them as appropriate on matters relating to strategic and political positioning on health services, and executing judgment relating to Mind’s reputation and



risk management. You will also work with other stakeholders and external contacts in delivering Mind's strategic objectives.

## **Key responsibilities**

1. Lead the development, delivery and evaluation of Mind's policy and campaigning strategies, making decisions about appropriate priorities and looking creatively at methods of delivery.
2. Be an active member of the Policy and Campaigns management team, ensuring effective team and project plans and budgets are developed, managed and reported against, sharing peer responsibility and providing peer support and cover.
3. Manage members of the policy and campaigns team, including undertaking appraisals, supervisions and team meetings, promoting individual and team development, and in accordance with Mind's commitment to a mentally healthy workplace.
4. Establish and maintain effective relationships with civil servants, politicians, policy makers, and other decision-makers, campaigning bodies relevant to Mind's work.
5. Keep abreast of the current political climate ensuring that developments in England and Wales are identified and ensure that opportunities to further Mind's policy and campaigns objectives are pursued.
6. To be an ambassador, spokesperson and representative of Mind as required at events and in the media.
7. Oversee the delivery of the team's engagement with people with mental health problems in all aspects of its work, including input into planning and policy development, participation in research and engagement in campaign actions and events.
8. Oversee the production of high quality written recommendations, briefings, publications, presentations, and other materials that communicate complex messages clearly and effectively to a range of audiences, including politicians, campaigners, local Minds, professionals and other stakeholders.
9. Oversee the development of research, consultation and analysis (including data analysis), including ensuring Mind develops robust policy recommendations responds to UK Government and stakeholder inquiries and consultations.



10. Keep up to date with campaigning techniques and tactics.
11. Ensure policy and campaigns team and wider External Relations teams have comprehensive and up to date intelligence and analysis of relevant public policy and practice issues in England and Wales.
12. Work in a cohesive, collaborative, flexible and cross-organisation way across Mind, acting as a role model to colleagues and ensuring effective use of resources
13. To attend, chair and contribute to meetings, briefings, reviews, due diligence and auditing and compliance activities and to prepare and present papers to senior management, trustees, and other internal and external stakeholders as required.
14. Undertake other duties that may from time to time be necessary and are compatible with the nature and grade of the posts.

## About you

Mind are looking for committed and dynamic individuals who can work across various teams, building relationships with a variety of stakeholders and people from all walks of life.

1. A passion and commitment to Mind's purpose and values, with a genuine interest in and understanding of the issues and policies affecting our work and the individuals we support.
2. Significant experience of strategic policy and/or campaigning work designed to achieve change, including the use of a range of influencing and campaigning techniques, and how to use them to good effect.
3. Demonstrable ability to establish quickly personal credibility, to develop, maintain and negotiate effective working relationships with groups and individuals with differing perspectives and agendas, and of working with other organisations on joint campaigns and coalitions.
4. Excellent all round communication skills, particularly the ability to communicate clearly and concisely to a range of audiences.
5. Experience of managing staff/volunteers.
6. Fast strategic and analytical thinking skills and experience of demonstrating good judgement, including political judgement.



7. Understanding of the value of involving people with experience of mental health problems at all stages of the policy and campaigning process.
8. Excellent knowledge of local and national government structures, the UK Parliament and our political, policy and campaigning context, and experience of influencing them, including the legislative process.
9. Ability to design, carry out and analyse research and to understand and analyse complex information including research reports and legislation.
10. Ability to project manage, including personal time management, planning, implementing, devising and prioritizing multiple projects to meet agreed deadlines and targets, overseeing work across teams and monitoring and evaluating quality and impact.
11. Knowledge and understanding of what equal opportunities means in relation to this post and the ability to incorporate equality practices into all aspects of the work.

Additionally, we would love to hear about any experience of managing teams and budgets, public speaking, public affairs or parliamentary work, any knowledge or understanding of public policy issues and how they impact on mental health, and any direct or indirect experience of mental health problems.

## **Our commitment**

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.