



# Engagement Manager – Workplace Wellbeing

## Job Description

Grade	Grade D
Type of contract	Permanent
Directorate	Fundraising
Department	Workplace Wellbeing
Reports to	Lead Engagement Manager – Workplace Wellbeing
Responsible for line managing / supervising	Team Assistant - Workplace Wellbeing
Location	London
Hours	1 FTE – 35 hours per week

### Purpose of the job and scope of the job

The purpose of this job is to contribute to the delivery of Mind's strategic objectives and ongoing development by supporting the ongoing business development and marketing activities for our workplace wellbeing products and services to targets and prospects. Our current portfolio of paid-for services includes training/learning products, Mind's Workplace Wellbeing Index (a benchmark of best policy and practice in workplace mental health) and consultancy services.

You will contribute to Mind's vision of promoting and protecting better mental health for all by having a core focus on engaging with prospects to secure clients for Mind's Workplace Wellbeing products and services, and meet agreed income targets. You will also undertake full needs analysis with enquirers, and create high quality proposals to address these needs, as well as working with relevant teams across Mind to support effective client stewardship with selected organisations, stakeholders and individuals.

You will report to the Lead Engagement Manager and provide line management of 1 direct report.

## Key Responsibilities

- Work closely with prospective clients to gain an in-depth understanding of their requirements by conducting full needs analysis, and writing proposals to address these needs, developing key recommendations to enable them to improve their approach to workplace wellbeing in line with Mind's offering
- Lead on business development activities for Workplace Wellbeing, including marketing, attending events and conferences as appropriate, and support the Lead Engagement Manager with responding to tendering opportunities
- Keep fully abreast of Mind's offerings within the Workplace Wellbeing space and beyond, to ensure that you are providing the best possible service to meet prospective client needs with the most appropriate products and services as our portfolio of products and services grows and evolves over time
- Support proactive marketing and business development in Wales, including identifying and recruiting clients in Wales via regular in person meetings, events and other communications
- Work with other key teams across Mind, including Corporate Partnerships and Comms/Media to ensure a coordinated approach to stakeholder communications and interactions and support effective client stewardship
- Be responsible for effective contact management, working with Workplace Wellbeing colleagues to identify and generate leads and maximise cross-selling opportunities across existing contacts
- Meet agreed income targets by securing clients and maximising the sales conversion rate
- Line manage the Team Assistant and be responsible for their development, ensuring they have the skills and knowledge to undertake their role and are line managed in accordance with Mind's values and procedures, including supervision and appraisal
- 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
- Adhere to Mind's internal systems and processes, including financial processing, updating the CRM, internal and external reporting etc

## 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

# Person Specification

## Essential Criteria

1. Demonstrable experience of high quality client engagement across all sectors; private, public and voluntary, preferably within proven experience of business development with private sector clients
2. Ability to quickly establish personal credibility working with a wide range of stakeholders, using negotiation and influencing skills to deliver results
3. Demonstrable experience of successfully selling or promoting a product or initiative to both cold and warm B2B audiences
4. Excellent verbal and written communication skills, including developing pitches and/or presentations and in-person delivery to both cold and warm audiences, with a high level of professionalism
5. Demonstrable experience of working with internal and external stakeholders and developing and maintaining effective working relationships with groups and individuals with differing perspectives and agendas
6. Excellent planning and organisational skills to deliver work to agreed timescales and standards, and manage multiple competing priorities / deadlines
7. 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. Experience of volunteering or working in or with the voluntary sector
3. Experience or understanding of the employment / workplace wellbeing field
4. 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