



Campaigns Officer

Salary	£30,902
Grade	C
Type of contract	Permanent
Directorate	External Relations
Team	Policy and Campaigns
Reports to	Senior Campaigns Officer
Responsible for	Supporting Assistants and occasional volunteers
Location	Flexible - likely to be hybrid mix of homeworking and time in Stratford office
Hours	35hrs p/w

About us

We're Mind, the mental health charity. We're here to make sure no one has to face a mental health problem alone. We provide [advice and support](#) to empower anyone experiencing a mental health problem. We [campaign](#) to improve services, raise awareness and promote understanding.

After a challenging year, which included undergoing a period of change – we have emerged with a new strategy that has campaigning at the very heart of it.

By identifying 3 new areas to work on, including: racialised communities, tied to our anti-racist commitment; working alongside young people, addressing trauma (especially in young women); and issues of people living in poverty, we are motivated as a team and as an organisation to expand and deliver beyond our continued long-standing work.

We won't give up until everyone experiencing a mental health problem gets support and respect.

About the role

The Policy and Campaigns team advocates for improvements in public policy in England and Wales to ensure people get support and respect. This involves public affairs, policy influencing, public facing campaigning, and mobilising campaigners.

The Campaigns Officer is responsible for helping to deliver Mind's key political campaigns and for mobilising and engaging campaigners in support of these campaign goals. You will be responsible for sending engaging content and meaningful actions to



Mind's online campaigners. You will look for opportunities to improve engagement with campaigners. This will include helping to develop our community campaigning work, and working closely with campaigners who have their own lived experience of mental health problems to get them involved in shaping our work. You will work closely with the Senior Campaigns Officer, as well as with colleagues across External Relations, to help coordinate other elements of Mind's campaigning activity.

You'll be the key contact for campaign enquiries from other organisations, and will support cross-organisational working within Mind, ensuring that our work is joined up with that of other teams and departments.

You will be proactive in your approach and be comfortable working across a range of different subject matters at any one time. You will be able to anticipate and plan for conflicting priorities and schedule your work accordingly. You will be expected to play an active role in team meetings and contribute to the development of the Policy and Campaigns team. Your line manager will support you with strategic direction and input in regular one-to-one meetings.

Key Responsibilities

1. To work with the Senior Campaigns Officer and other members of the Policy and Campaigns team, External Relations department, Supporter Engagement team and Mind in Wales to ensure that our campaigns are coordinated, relevant and exciting.
2. To oversee the delivery of Mind's e-campaigning work and email output to campaigners and work with the Senior Campaigns Officer to ensure that Mind's campaigners are given a range of opportunities to engage with our work – from emailing decision makers to taking action in their local area.
3. To develop and deliver Mind's community campaigning offer, and work closely with campaigners with lived experience of mental health problems to ensure they are able to help shape Mind's campaigning work.
4. To represent Mind externally with individual stakeholders, campaign groups and organisations at external events.
5. To work closely with the Supporter Engagement and Data Insight teams to integrate Mind's campaigns across the organisation, and test new opportunities for cross-selling of our campaigns work.
6. Oversee testing, reporting and evaluation of Mind's campaign activity and work with the Senior Campaigns Officer to improve our campaigns infrastructure to



make sure our campaigns are as effective as they can be.

7. Contribute to projects within the Policy and Campaigns team and support individuals to run their own campaigns.
8. Support the team Assistants in developing their campaigning skills and ensuring that relevant processes are followed.
9. Ensure Mind's campaigner data is kept up to date, is GDPR compliant and recorded on Mind's contact management system.
10. Work in a cohesive, collaborative, flexible and cross-organisational way across Mind.
11. Undertake other duties that may from time to time be necessary, that are compatible with the nature and grade of the post.

About you

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

1. Experience of campaigning or organising, either through working in a local or national campaigns role, or experiences outside of work.
2. Good experience of using a variety of digital platforms, and an ability to learn new digital software quickly (training would be provided for specific campaigns and email software we use at Mind).
3. Knowledge and interest in voluntary sector campaigning, including developments in this field and awareness of online and offline campaigning best practice.
4. Knowledge and demonstrable experience of collaborating closely with others to plan and evaluate campaign activity.
5. Experience of engaging service users and/or campaigners in your work.
6. Demonstrable ability to establish personal credibility, to understand the demands of team working and of working with colleagues to develop and implement their ideas.
7. Ability to work across several different projects at once and prioritise workload.



8. Excellent communication and interpersonal skills, including verbal, written, negotiation and persuasion skills.
9. Understanding of what equal opportunities means in relation to this post and the ability to incorporate equality practices into all aspect of this work.
10. An understanding and commitment to Mind's mission and values:
www.mind.org.uk/about-us/what-we-do/our-mission.

Additionally, we would love to hear about any experience you have facilitating groups or delivering training, any previous knowledge you have of e-campaigning software (e.g. Engaging Networks, Impact Stack, DotDigital) 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.

Application details

The closing date for applications is X.