



# Senior Product Development Officer – Workplace Wellbeing

## Job description

<b>Grade</b>	Grade D
<b>Type of contract</b>	Permanent/full time
<b>Directorate</b>	Fundraising
<b>Team</b>	Workplace Wellbeing
<b>Reports to</b>	Product Development Manager (Consultancy)
<b>Responsible for</b>	
<b>Location</b>	Flexible - likely to be hybrid mix of homeworking and time in Stratford or Cardiff office
<b>Hours</b>	35 hours week

### About the role

The purpose of this job is to contribute to the delivery of Mind's strategic objectives and ongoing development by supporting the development, promotion, quality assurance and evaluation of the workplace wellbeing products and services delivered by Mind. Our current portfolio of paid-for services includes training and learning products, Mind's



Workplace Wellbeing Index (a benchmark of best policy and practice in workplace mental health) and consultancy services. You will focus on Index and consultancy product development but may support with training and learning product development as and when required.

You will contribute to Mind's vision of promoting and protecting better mental health for all by supporting the Product Development Managers in the ongoing development of high quality products and services for employers, organisations and individuals, ensuring they clearly reflect Mind's values. This will include the development of new products and services as required to align with the portfolio of Mind's current offerings and address client needs as well as the ongoing development of existing products and services. You will also support evaluation and monitoring of the impact and quality of the products and services offered, and lead on product implementation (e.g. creating guidance, briefing the Delivery team etc).

You will report to the Product Development Manager (Consultancy). Currently this role does not have any direct line management however you may, at times, oversee the work of a Product Development Officer within the Product Development team. This will be on a project-by-project basis.

## **Key Responsibilities**

- Keep abreast of current developments and trends within the workplace wellbeing field and undertake research, consultation and analysis to inform the development of our workplace wellbeing products and services. This could include market research, competitor analysis and/or product analysis
- Write, review and finalise a range of content for workplace wellbeing products and services, for example, training content, Index recommendations, workshops,



surveys, reports, ensuring all products continue to be relevant and appropriate. Your focus will be on training and learning product development

- Tailor products and services to meet client needs as required
- Lead the management of project work packages as assigned by the Product Development Manager, ensuring that quality criteria, budget and timelines are adhered to
- Support the production of content for use in speaking engagements including briefs, slide decks and scripts.
- Ensure that your product development work is appropriately informed by and reflects the views and experience of people with lived experience of mental health problems including those from diverse communities
- Support the Product Development Managers in the evaluation of products and services, and recommendations for new products and services, including pricing
- Support the development, quality assurance and monitoring of Mind's workplace wellbeing paid-for products and services, working with colleagues across the Development team and other teams across Mind (as required)
- Lead the implementation process for new products and services, including communications, creating guidance and processes for the Delivery team and working with CRM/Data team to ensure the CRM is aligned with our offering
- Understand fully Mind's Workplace Wellbeing offering to ensure that you are providing the best possible service to meet the needs of prospective and current client needs
- Ensure that the products developed are appropriate and accessible to a Welsh audience. This includes, but is not limited to: translation of products, adaptation to reference Welsh policy frameworks and supporting the development of pricing frameworks for the Welsh market



- Supporting the line management of the Product Development Officer 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
- Work collaboratively with the Communications, Information, Equalities and Research & Evaluation teams to ensure all external content and communications are aligned
- Adhere to Mind's internal systems and processes, including financial processing, updating the CRM, internal and external reporting etc

## 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.

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. Significant experience of delivering high quality editorial services including content development, copywriting, copyediting and proofreading
2. Proven ability to develop high quality products and services for different audiences for digital and direct delivery
3. Ability to research, collate, analyse, present and advise on complex information, from a variety of sources including research reports, policy documents and legislation
4. Excellent verbal and written communication skills, precise with high attention to detail
5. Proven ability to develop effective relationships with a range of internal and external stakeholders using a partnerships approach
6. Experience of managing projects and project work packages, contributing to planning processes and delivering work within budget to tight deadlines
7. Experience of working independently on own initiative; a motivated self-starter combined with the ability to work in a team, taking a positive, problem solving approach
8. Experience of managing or supervising the work of others, including supporting and developing staff

## Desirable criteria

1. Experience or understanding of the employment / workplace wellbeing field
2. Knowledge and experience of capturing qualitative data through conducting working groups and evaluation forums



3. Survey design experience and capturing quantitative data using platforms such as Qulatricks/Survey Monkey
4. Experience of developing costing/pricing for commercial products
5. Experience of interacting with clients in a commercial environment, understanding their needs and consulting potential solutions
6. Direct or indirect experience of mental health problems
7. 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
8. Experience of volunteering or working in or with the voluntary sector