

# HeadsUp Marketing & Engagement Manager (maternity leave cover) Job Description

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<b>Salary:</b>	<b>£32,100 per annum pro rata (£25,680 actual pa)</b>
<b>Reporting to:</b>	<b>Mind in Harrow Service Manager</b>
<b>Accountable to:</b>	<b>Mind in Harrow Board of Trustees</b>
<b>Hours:</b>	<b>28 hours per week</b>
<b>Location:</b>	<b>Schools, colleges and youth services with an office based at Mind in Harrow in central Harrow; mostly remote-working currently</b>
<b>Contract Period:</b>	<b>1 year maternity leave cover (12 months)</b>

## **Aim of the project**

To increase the profile and reach of the HeadsUp mental health young people's partnership service through an effective marketing and engagement strategy, ensuring that the lived experience of young people is at the heart of the design and delivery and there is well-coordinated approach to communications across Mind in Harrow.

## **Key Tasks**

The HeadsUp Marketing & Engagement Marketing will:

- 1) Strategy and Engagement
- 2) Increasing profile via range of media
- 3) Relationship Building
- 4) Support young people to be Project Ambassador
- 5) Promoting a seamless access pathway for HeadsUp partnership
- 6) Contribute to the Information Helpline Service
- 7) General duties

## **1) Strategy and Engagement**

- Develop a HeadsUp partnership service marketing & engagement multi-media strategy to increase the profile of the service, secure commissioner support and build referral relationships with key stakeholder organisations (eg schools, colleges, local authority children and family, GP's and primary care services, other public services and VCS organisations).
- Engage HeadsUp consortium partners, young people and parents to co-design the marketing strategy and marketing resources.
- Ensure that young people and parents acting as Ambassadors and their lived experience are the heart of the strategy.
- Connect promotional activities to the cycle of annual focus days/weeks in partnership with other interested stakeholders (e.g. WMH Day, MH Awareness Week, Black History Month, LGBT Awareness, Autism Day, Refugees/asylum-seekers Day etc.)
- Develop monitoring systems to capture marketing activity and outcomes against project targets including for key audiences young people, parents, schools, GPs and referral organisations.
- Use the agreed HeadsUp branded materials (eg digital, printed, presentations) for promotion to schools, colleges and youth service.
- Develop the marketing & engagement strategy to be an integrated approach with Mind in Harrow's organisation-wide marketing strategy.

## **2) Increasing profile via range of media**

- Produce new marketing materials for Comic Relief funded service expansion including extended age range and parents offer.
- Update content on Mind in Harrow's website HeadsUp pages
- Produce a HeadsUp monthly e-newsletter including new parents offer and Mind in Harrow's existing mental health support services accessible to parents.
- Promote HeadsUp via social media (eg Twitter, Facebook and Instagram) and increase followers and supporters.
- Draft press releases and liaise with local media agencies
- Secure coverage in local free communication channels such as CCG, LA and radio stations
- Coordinate the annual HeadsUp CYP mental health conference engaging all relevant local CYP Harrow service stakeholders to work together and learn about the HeadsUp project.
- Share evaluation outcomes and learning from the HeadsUp project with local CYP stakeholders and with the national Mind communications team and local Mind Networks across England.

## **3) Relationship Building**

- Work alongside the Young Harrow Foundation to support a systemic change in the relationship between schools and voluntary sector CYP mental health providers.
- Secure CCG and LA commissioner support for the HeadsUp partnership through the promotion of successful voluntary sector delivery of CYP mental health support service at scale.

- Build referral relationships with key stakeholder organisations eg schools and colleges, Local Authority children and families services, GP's and primary care services, other public services and VCS organisations.
- Contribute to engagement with CAMHS and other commissioned CYP mental health services to ensure joined up referral pathways and wider Harrow Integrated Care Programme for Children and Families.
- Develop tailored marketing strategies with each of the HeadsUp partner organisations to increase referrals and the profile of their services.
- Build relationships with target schools, promoting the benefits of a HeadsUp service package combining the offers of each of the individual partners to secure their commitment.
- Maintain a good understanding of support and services available to young people in the local area
- Attend strategic meetings relevant to the mental health needs of CYP and parents to represent the HeadsUp partnership

#### **4) Support young people to be Project Ambassador**

- Promote a Young People Project Ambassadors programme as one element of the HeadsUp support pack to offer target schools for pupils of the school to join.
- Provide Project Ambassadors a training course to undertake their role safely and to become an active champion for the project in their school and via social media.
- Develop an individual support plan with each Ambassador for the period of their engagement with the project.
- Organise and facilitate regular support meetings for the Ambassadors to share their experiences, learn from each other and develop the project at a local level.
- Maintain up-to-date records of Ambassadors using Mind in Harrow's CRM data management systems and in accordance with our GDPR policies.
- Support Ambassadors with their progression in the final stages and ending with the project.

#### **5) Promoting a seamless access pathway for HeadsUp partnership**

- Explain to referrers the Single Point of Access to HeadsUp via Mind in Harrow as the lead body.
- Conduct a brief mental health support healthcheck with target schools willing to engage and recommend what package of support HeadsUp can offer, including workshop sessions for specialist needs.
- Negotiate with schools and youth services for HeadsUp partners to have access to space for sessions where young people usually access services.
- Coordinate with Mind in Harrow to offer the added value support available to parents and school staff to improve their mental health and wellbeing, including information, educational workshops and talking therapies.
- Deputise for the HeadsUp Coordinator in her absence to respond to enquiries to the service and acknowledge referrals

## **6) Contribute to the Information Helpline Service**

- Undertake Telephone Helpline Service induction training.
- Contribute to our Telephone Helpline Service as a core function of your role in accordance with our rota system and policy.
- Contribute to the senior duty manager rota in accordance with our Senior Worker policy.

## **7) General Duties**

- Coordinate marketing & engagement activities with other Mind in Harrow staff so that integrated within an organisation-wide marketing approach.
- Maintain record systems in compliance with Data Protection, DBS checks and other legal requirements
- To promote the work of Mind in Harrow and positive understanding, awareness and attitudes towards mental health.
- Assist with some Mind in Harrow joint project events and activities.
- To work flexibly, being prepared to perform other duties commensurate with the role, which may include new areas of operation following consultation.
- Work at all times to promote equality, diversity and individual rights.
- Ensure compliance with the Mind Quality Mark quality standards system.
- To work alongside and ensure active service user and carer participation in all aspects of work including design, implementation and monitoring of activities.
- To work in line with Mind in Harrow's Codes of practice and maintain good relationships internally and externally.
- Undertake any other duties identified which are generally compatible with the function of the post

# HeadsUp

## Marketing and Engagement Manager

### Person Specification

	Essential	Desirable
<b>EDUCATION</b>	<ul style="list-style-type: none"> <li>• Recognised marketing qualification or equivalent experience</li> <li>• Tertiary qualification or equivalent experience in health or social care</li> </ul>	
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• Understanding of and commitment to promoting Equality and Diversity</li> <li>• Understanding of the mental health issues experienced by young people</li> <li>• Effective marketing strategies including digital and social media</li> <li>• Confidentiality &amp; GDPR policies and practices</li> <li>• Good working knowledge of MS Office (Outlook, Word, Excel, PowerPoint)</li> <li>• Monitoring and evaluation systems</li> </ul>	<ul style="list-style-type: none"> <li>• Young people and parent co-design in service development or delivery</li> <li>• CRM databases</li> </ul>
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>• Ability to develop and implement a partnership marketing strategy</li> <li>• Excellent interpersonal skills to communicate effectively with a wide range of people</li> <li>• Excellent written &amp; oral communication skills</li> <li>• Negotiation, influencing and PR skills</li> <li>• Understanding of and commitment to developing wellbeing &amp; emotional resilience in young people</li> <li>• Ability to engage and build relationships with hard to reach schools and colleges</li> <li>• Ability to develop good working relationships as a team member</li> <li>• Excellent project and time management skills</li> <li>• Ability to work effectively under pressure to meet deadlines</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to develop and deliver training programmes</li> <li>• Ability to line-manage volunteers</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Experience of working with young people</li> <li>• Experience of working with different BMER community groups</li> <li>• Experience of partnership working across public and voluntary sectors</li> <li>• Experience of delivering successful marketing campaigns</li> <li>• Experience of developing the social media profile of an organisation</li> <li>• Experience of attending strategic meetings with wide range of stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Personal experience of using mental health services</li> <li>• Experience developing new projects</li> </ul>

<b>Special Conditions</b>	<ul style="list-style-type: none"> <li>• Ability to work flexibly in order to meet the needs of the organisation, which will include some evening and weekend working</li> </ul>	Car usage for work purposes
<b>PERSONAL QUALITIES</b>	<ul style="list-style-type: none"> <li>• Strong commitment to engage young people in the delivery of mental health services</li> <li>• Flexibility and initiative</li> <li>• To be punctual and reliable</li> <li>• Resilient and able to work well under pressure</li> </ul>	

## **ADDITIONAL INFORMATION**

### **Conditions of employment**

Mind in Harrow has a legal responsibility to check that its employees have the right to work in the UK. The successful candidate will therefore be required to provide documentation to prove that they have permission to work in the UK. Such documents may include one or more of the following, as appropriate:

- National insurance number
- Birth Certificate or British passport
- Certificate of registration or naturalisation as a British citizen
- Passport or documentation evidencing citizenship of an EEA country

A full list of acceptable documents is available on the UK Government website [www.gov.uk](http://www.gov.uk)

### **Disclosure and Barring Service (DBS) Checks**

Because Mind in Harrow works with vulnerable people, it is our policy to carry out DBS checks on all staff, trustees, and volunteers. We comply with the DBS Code of Practice and undertake not to discriminate unfairly against any subject of a Disclosure on the basis of conviction or other information revealed. A copy of our *Recruitment of ex-offenders* policy is available on request. We require all applicants to provide details of any criminal record at the earliest stage in the application process. Therefore we request that this information be sent under separate, confidential cover to Mark Gillham, the CEO at Mind in Harrow, First Floor, 132 - 134 College Road, Harrow, HA1 1BQ. We guarantee that it will only be seen by those who need to see it as part of the recruitment process.

### **Salary (including Outer London Weighting)**

28 hours per week for 12 months fixed-term contract, Scale Point 32, £32,100 per annum pro rata (£25,680 actual). Continuation of this post subject to funding.

### **Hours of work**

Mind in Harrow operates a flexible working hour scheme whereby staff can vary the time they start and finish work within the parameters agreed by their line-manager. The normal hours of work are 9.00 am to 5.00pm Monday – Friday, however this post will include some evening and weekend working.

### **Holidays (including Public Holidays)**

26 days pro rata, plus public holidays.

### **Mind in Harrow pension scheme**

Mind in Harrow operates an Occupational Pension Scheme with the Pensions Trust and makes employer contributions at 4% of gross salary.

### **Training allowance**

We offer all staff a person-centred approach to Continuous Professional Development (CPD) through access to an annual individual training allowance calculated as 4% of gross pay.

### **Sick pay**

Mind in Harrow offers a sickness benefit scheme.

Applications should be returned to email [info@mindinharrow.org.uk](mailto:info@mindinharrow.org.uk)

**Please note that the closing date for applications is:  
Sunday, 1<sup>st</sup> August at midnight**

**Interviews to be held on:  
1<sup>st</sup> stage Wednesday 11<sup>th</sup> August 2021  
2<sup>nd</sup> stage Thursday 12<sup>th</sup> August 2021**