



# YOUNG MINDS

Major Partnerships Lead

# What's the problem?

**1 in 6** children and young people aged 5-16 suffer from a diagnosable mental health disorder - that's around 5 in every class.

**Half** of all mental health problems manifest by the age of 14, with **75%** by age 24.

**3 in 4** children with a diagnosable mental health condition do not get access to the support that they need.

Nearly **half** of 17-19 year olds with a diagnosable mental health disorder has self-harmed or attempted suicide at some point.

But we believe things can get better.



## Who we are

We are leading the movement to make sure every young person gets the mental health support they need, when they need it, no matter what.

We provide young people with tools to look after their mental health. We empower adults to be the best support they can be to the young people in their lives. And we amplify young voices to change the world we live in.

### **Our purpose:**

To stop young people's mental health reaching crisis point

### **Our vision:**

A world where no young person feels alone with their mental health

### **Our mission:**

To make sure all young people can get the mental health support they need, when they need it, no matter what

## Our goals

To keep ourselves focused and on track, we've set out three strategic aims:

1. Helping young people to look after their own mental health
2. Making sure young people have adults around them who can really help
3. Building a youth-led movement to make sure support is there for any one who needs it



## Helping young people to look after their own mental health

We will provide young people with reassurance and advice to help them make positive choices for their mental health and know what to do next if they are struggling.

## Making sure young people have adults around them who can really help

Whenever a young person opens up about their mental health to an adult they trust, we want them to find someone who really gets it and can respond positively.

## Building a youth-led movement to make sure support is there for anyone who needs it

By building a movement for change, through which young people can create the societal changes they want to see, we know that far more young people will get the support they need.

“I’m proud that YoungMinds genuinely uses the voice of young people to guide their approach as a charity and change the misconceptions around mental health.”

**Alex, YoungMinds Youth Panel**



## Where we work:

YoungMinds is based close to London Bridge in Central London, although as an organisation, we are active all over the UK.

Our address is: 4th Floor India House, 45 Curlew St, London, SE1 2ND.

We are well served by public transport links: - local mainline stations are London Bridge and Waterloo. The nearest London Underground stations are London Bridge (Jubilee Line) and Borough (Northern Line).

## When we work:

Standard Office hours are 9.30am – 5.30pm, with a one hour unpaid lunch break.

Some of our employees work non-standard hours - we have a number of part-time staff, and some of our team work on a sessional basis.

YoungMinds recognises the importance of helping its employees balance their work and home life and so we have a Flexible Working Policy in place. Any employee can make a request for flexible working. Whilst we cannot guarantee to accommodate a flexible working application, we do guarantee that we will carefully consider any request made.

## Equal opportunities:

YoungMinds is fully committed to eliminating discrimination and promoting equality and diversity in our workforce and employment practices, in the work we undertake, and in the provision of all our services.

We therefore expect all of YoungMinds staff to be willing and able to make a positive contribution to the promotion and implementation of YoungMinds' Equality and Diversity policy.

## Safeguarding:

YoungMinds is committed to safeguarding and promoting the welfare of children and young people and we therefore expect all staff and volunteers to do the same. We ask all staff to undertake safeguarding training when they join us.



## Pre-employment checks:

Due to the nature of the work we do, before starting with YoungMinds, the following checks are carried out:

**Reference check:** All job offers are conditional on the receipt of satisfactory references.

**DBS check:** We ask our employees to complete an Disclosure and Barring Service (Criminal Records Bureau) Check. This role will be eligible for a BASIC LEVEL check

**NB:** A previous conviction will not necessarily prevent you from joining YoungMinds. YoungMinds is committed to treating all applicants and employees fairly.

**Identity check:** We are also obliged to confirm your identity and obtain proof of your right to work in the UK.

## When you join:

All new staff benefit from a full induction with both the People and Culture department and their team, as well as our core training programme, ongoing support and personal development

## Probationary period:

All our posts are subject to an initial probationary period. This varies according to the length and type of the contract.



We offer our staff a wide range of health, wellbeing, lifestyle and financial benefits to ensure that we fully support all staff.

# Benefits

Benefit	Full Time	Part Time	Zero Hour
Holiday - 25 days plus 8 bank holidays and 3 days off for Christmas closure (pro-rated for part time) + an extra 2 days after 3 years' service	Y	Pro-rated	Pro-rated
Employee Assistance Programme	Y	Y	Y
Monthly office activities such as Lunch and Learn, Crafty Tuesday's and Book Club	Y	Y	Y
Pension - Employer 5% with minimum employee contribution at 3%. Subject to terms and conditions, pension contributions will begin automatically	Y	If minimum requirements met	If minimum requirements met
Cycle to work Scheme	Y	Y	Y
Travel loan (Available on completed probation)	Y	Y	N
25% off Osteopathy appointments at the British School of Osteopathy	Y	Y	Y
Commitment to continued professional development	Y	Y	If earning enough to be deductible
Access to Corporate Membership Prices for TasteCard	Y	Y	Y
Weekly fruit baskets in the office kitchens	Y	Y	Y
Free yearly eye test and money towards your glasses	Y	Y	Y
Discounts at local cafe's incl. 10% off at Absolutely Starving	Y	Y	Y



# Completing a YoungMinds employee application form

If you have any questions about completing the application form / the application process, please contact the People and Culture team (at [recruitment@youngminds.org.uk](mailto:recruitment@youngminds.org.uk)).

We strongly recommend you look through the YoungMinds website before starting the application form. You may either type or write in black pen to complete your application form.

## Personal details and availability

Fill out this section making sure all details are correct.

## Education and qualifications

Ensure to include all relevant qualifications and level achieved.

## IT skills

Please provide details as requested.

## Training

Please give details of any training courses you have completed.

## Professional bodies

Please state whether you are a member of any professional bodies, indicating your level of membership and qualification.

## Eligibility to work in the United Kingdom

You must be eligible to work in the UK. We are currently unable to support visa applications.

## Employment history

Please start with your current or most recent employer and give a brief description of your main responsibilities of that role. These descriptions do not have to be very long as you will have an opportunity to expand on certain aspects in the Statement of Suitability section.

Please list all previous positions of employment and ensure you account for any gaps in your employment history.

## Statement of suitability

Outline all relevant skills, experience and training appropriate to this post. As we shortlist against the criteria you should relate your application to the requirements set out in the person specification (providing examples).

# Completing the application form



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## Referees

Always ask your referees permission before giving their contact details for your application.

Your referees should be your current or previous line manager, academic tutor or a volunteer manager if applicable. Do not give details of family, friends or colleagues.

We reserve the right to request to approach any previous employer if deemed necessary.

Referees will only be contacted after an offer has been made. We will confirm this with you before we approach your referees. If there is a problem with this then please contact us.

Completing the application form



## JOB DESCRIPTION

<b>Job title:</b>	<b>Major Partnerships Lead</b>	<b>Salary:</b>	<b>£49,496.00 - £52,161.00</b>
<b>Hours:</b>	35 hours per week (with the option to work 28 hours per week).	<b>Based at:</b>	Hybrid working – approx. 1 d/pw in the office (4th Floor India House, 45 Curlew St, London, SE1 2ND)  Some work at Marks & Spencer (M&S) HQ (Waterside House, 35 North Wharf Road, London W2 1NW)
<b>Reports to:</b>	Head of Relationship Development, with dotted line to Director of Income Generation	<b>Number of direct reports:</b>	None (currently)
<b>Budget responsibility:</b>	M&S project budget	<b>Contract:</b>	Fixed term, 3 years (with potential to extend)

### About YoungMinds:

YoungMinds' mission is to make sure every young person gets the mental health support they need, when they need it, no matter what. We have experienced phenomenal fundraising growth over the past five years alongside growing brand awareness, which we are determined to build on to tackle the growing crisis in young people's mental health. Our aim is to be closer to young people, to be relevant for more people, and to secure the capacity and resources to achieve the scale and reach that we know is needed - creating real change with and for young people.

### About the team:

The Fundraising Team at YoungMinds is structured into a business development unit (grants from trusts & foundations), a relationship development team (corporate & philanthropy), and a supporter engagement team (individuals & communities). Our fundraisers work collaboratively - sharing insight, experience, and innovation across the department, working as a whole team to reach our objectives together. It's the perfect environment for someone who wants to experience a breadth of fundraising; we are large enough to run inspiring, large-scale campaigns and small enough that we get involved with each other's work, celebrating our wins, and developing our skills together as a team. We are passionate, enthusiastic and hold our values close to our hearts. We like to be ambitious and challenge ourselves, as well as prioritising staff wellbeing.

## Background:

The M&S and Young Minds partnership launched externally on 3 October 2023.

This is a three-year strategic and 'purpose-led' partnership with 3 objectives:

1. **Awareness:** Raise awareness and continue to grow the conversation about young people's mental health
2. **Action:** Raise £5m and share resources with customers and staff
3. **Advocate:** Campaign with M&S to influence change

It is both M&S and YoungMinds' biggest ever partnership.

## Job purpose:

To lead the strategic development and delivery of YoungMinds three-year multi-faceted partnership with the multinational retailer, M&S, co-ordinating and in collaboration with stakeholders across both organisations. You will be the main contact point with our partner and have overall responsibility for ensuring the partnership meets or exceeds both M&S and YoungMinds' strategic objectives, and £5 million income target. You will work creatively to help shape different elements of the partnership over the next three years, across fundraising and purpose driven activity, to ensure we maximise the potential of M&S' reach and have a compelling story to share of our impact together.

You will lead the internal steering group made up of a multidisciplinary team of YoungMinds experts, each leading different workstreams to ensure effective and joined up delivery of project outcomes. As this is new territory for both YoungMinds and M&S, you will establish effective ways of working for tracking progress, sharing learning and maximising engagement (internally and externally). You will ensure partnership outcomes are achieved in a timely and cost-effective way, and that all external stakeholders receive an excellent experience in engaging with YoungMinds.

This role has been created to lead YoungMinds' partnership with M&S but there is the potential for the role to be extended beyond three years to work on other major partnerships, or capacity allowing, once the partnership is in full implementation, to support the establishment of a new one.

## Key relationships:

You will work closely with both the relationship development team and supporter engagement team in the income generation directorate, as well as the external affairs, communications and youth engagement & influence teams, Senior Brand Partnerships Officer and the Director of Income Generation and Director of Communications & Campaigns.



## Key responsibilities and duties:

- Be responsible for effective delivery of the M&S partnership towards its goals of raising £5m over the next 3 years; growing awareness of YoungMinds and our resources to staff and customers; transforming the reach of our annual awareness campaign, #HelloYellow; and driving activity that delivers YoungMinds' mission and impact for young people.
- Act as main point of contact between M&S and Young Minds for effective delivery of the partnership, ensuring a good relationship is built and maintained, including planning, leading, and attending regular meetings.
- Be responsible for developing and delivering the partnership plan across all workstreams, mapping milestones and RACIs and ensuring all workstream leads are clear of M&S' expectations and key messages and are proactively managing their work.
- Facilitate strategic planning, brainstorming and development of different elements of the partnership – from fundraising activities to purpose driven products to ensure it maximises its potential to improve outcomes for young people, connecting stakeholders and driving forward plans into implementation to deliver lasting impact.
- Lead the regular internal steering groups - setting agendas, preparing, and delivering content and facilitating discussion and ensuring actions are understood and implemented.
- Establish and embed necessary ways of working through development of a governance framework and systems to enable effective monitoring, evaluation and reporting of the partnership, both internally (including to the Board) and to M&S.
- Establish and monitor KPIs for each workstream, developing and co-ordinating a regular flash report.
- Work closely with workstream leads to ensure they are effectively briefed on their workstream objectives and timeline so they can, contribute to planning and effectively deliver to their KPIs and milestones, in line with the project plan.
- Work with internal and external comms leads to ensure partnership progress and key messages are promoted internally and externally.
- Review and sign off on partnership materials, ensuring they align with the partnership's key messages, YoungMinds brand and legal requirements, co-ordinating inputs from appropriate teams when necessary.
- Oversee the ongoing partnership review process from Young Minds' side, pulling together inputs and insights from across the organisation, and ensuring learnings are shared and implemented.
- Work closely with the Director of Income Generation and the Director of Communications & Campaigns to plan and shape quarterly and annual review meetings with senior stakeholders at M&S, to showcase the progress and impact of the partnership.
- Develop a framework for young people to engage with and shape the partnership at different touch points, working closely with the youth engagement team to make this meaningful and safe.
- Ensure the partnership operates within legal parameters set out in the initial contract, including ensuring each product CRM has necessary Commercial Participator schedule in place.
- Lead on events and meetings logistics for key engagement points throughout the partnership e.g. conference etc.
- Assess and manage problems and risks to the project, including setting, maintaining the risk register, and developing an internal FAQs – anticipating and developing solutions to potential tensions and conflicts and acting as an escalation point to manage disputes as required.

- Implement YoungMinds' safeguarding and safe working policies across all workstreams.
- Champion quality and ethics into all business elements of the partnership, ensuring it is aligned with YoungMinds values and ethical approach.
- Ensure the partnership is adequately resourced to deliver its goals, making recommendations or investment cases to address gaps where necessary.
- Manage the partnership budget.

## **General duties:**

- Work in accordance with the organisation's vision, mission and values and all policies and procedures.
- Champion the voice of young people and the value of their lived experience to deliver change, actively seeking to increase their involvement in the organisation's and your team's work.
- Support a culture of care for staff, volunteers, and the young people we work with, including appropriate responsibility for safeguarding.
- Contribute to the culture of YoungMinds by participating in our events and activities and supporting our fundraising.
- Understand and actively seek to evolve the organisation's and your team's use of technology to improve our effectiveness and meet the needs of young people.
- Ensure a privacy-led approach to data, ensuring individual and team requirements for responsible management of data.
- Support the wider fundraising team with other related projects as and when capacity allows it.
- Be an active member of the Fundraising Leadership team, attending and informing regular FLT and departmental meetings.
- Complete any other reasonable duties as specified by your line manager or members of the executive team to support the work of the charity, compatible with the nature and grade of this post.

## PERSON SPECIFICATION

Experience	To be assessed via application	To be assessed at interview
Experience of leading a large charity partnership or a corporate partnerships function	X	X
Knowledge and experience of delivery management and/or project management methods, with a track record of successfully delivering outcomes and meeting/ exceeding targets	X	X
Experience of leading major programmes with multiple workstreams and stakeholders		X
Experience of leading commercial negotiations	X	X
Experience of establishing and embedding effective systems and processes	X	
Skills and Abilities		
Proven ability to establish credibility and manage and sustain strong relationships with a number of senior stakeholders	X	X
Excellent influencing and negotiating skills with the ability to balance competing interests and broker effective ways forward		X
Ability to work at pace and with an agile approach	X	
Excellent concise and robust communication skills both written and verbal	X	X
Excellent client-facing and internal communication skills, confident in large meetings		X
Innovative thinker and facilitator, with the ability to spot opportunities and think laterally, from concept to delivery		
Knowledge and understanding of the issues impacting children and young people's mental health		X