

JOB DESCRIPTION

Job title: Senior Strategy Lead	Salary: £49,416-£54,907
Hours: 35 hours per week	Based at: YoungMinds Central Office, London Bridge
Reports to: Head of Strategy and Transformation	Number of Direct reports: N/A
Budget responsibility: Responsibility for committing team resources and advising on strategic budget allocation	Contract type: Fixed term contract (Maternity cover)

About YoungMinds:

YoungMinds is leading the movement to make sure every young person gets the mental health support they need, when they need it, no matter what. Hundreds of thousands of young people are struggling with their mental health, but too many are being told to wait, struggling to cope and hitting a crisis point before they get help. But things can get better. And we're leading the movement for change.

We provide young people with the 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 give young people the space and confidence to get their voices heard and change the world we live in.

Together, we can create a world where no young person feels alone with their mental health.

Key relationships:

- Heads of Teams, SLT, Trustees
- Multi-disciplinary teams you are working with
- Colleagues in participation /youth engagement, young people from our youth panel /design groups, colleagues working with the Parents Panel
- Strategy & Transformation colleagues
- Communications colleagues
- Finance colleagues
- Insight team

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- External stakeholders
- Others as determined by the emerging Strategy and Operational Plan

Job purpose:

We're looking for a senior leader to drive delivery of our ongoing strategy formation, development and implementation. You'll lead strategic workstreams, deputise for the Head of Strategy & Transformation, and provide strategic advice to our Chief Executive, Senior Leadership Team and Heads of Teams.

You'll design and develop strategic approaches working with multi-disciplinary teams, our Youth Panel, Parents Panel and diverse stakeholders. You'll be responsible for ensuring our strategy is written, communicated and delivered in ways that create meaningful change for young people.

Working on your own initiative, you'll lead the operationalisation of our 5 Year Strategy, holding responsibility for strategic planning processes and committing team resources. You'll represent YoungMinds at senior internal and external forums, presenting our strategy and approach to audiences including the wider sector and partners.

Key responsibilities and duties:

With the Hed of Strategy & Transformation, leading development and delivery of the strategy and associated annual plans:

- Lead strategic workstreams and projects from conception through to delivery, making autonomous decisions about approach and resource allocation
- Lead cross-organisational work to define and deliver against our strategic outcomes, working closely with the Chief Executive, SLT and Heads Developing and delivering initiatives to support Strategy implementation, in particular the Strategy Champions Development Programme
- Deputise for the Head of Strategy & Transformation, representing the team at Heads of Teams meetings, SLT meetings and external forums, including presenting our strategy to diverse audiences
- Provide strategic advice to the Chief Executive, SLT members and Heads of Teams on strategy implementation, organisational change and transformation approaches
- Work with the Youth Engagement team, young people and Communications colleagues to ensure that the strategy language and tone reflect the voices of the young people we work with

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- Own and deliver strategic stakeholder engagement and communication plans, in collaboration with the Youth Engagement team, SLT, Heads, Fundraising, Communications and internal comms.
- Lead a cross-organisational team to design and deliver annual impact reports and multi-year year Impact Reports.
- Lead YoungMinds' involvement in the national initiative on the digital infrastructure sector, providing strategic direction and making commitments on behalf of the organisation
- Ad hoc projects agreed with the Head of Strategy & Transformation
- Leading strategic planning and operationalisation: Designing and owning processes for strategic planning, adaptation and prioritisation across the organisation .

Creating processes to support this work including:

- Robust strategic reporting that gives visibility into the organisations delivery against strategic objectives as measured by OKRs or other agreed metrics
- Lead strategic decision-making processes, using data and insights to drive prioritisation and resource allocation Enabling the organisation to innovate and adapt through designing an outcomes-focussed strategic decision-making process.
- Own the Risk Management process, ensuring strategic oversight of our organisational risk environment and providing strategic risk analysis to senior stakeholders and trustees.
- Supporting the transformation goals to drive a culture of openness, collaboration, learning, continuous improvement and focus on outcomes.
- Supporting cross-functional teams to deliver their work in new ways against our strategic outcomes. This could involve coaching, facilitation or creating and sharing models and approaches.
- Supporting the organisation to deliver an effective annual planning cycle and quarterly review process that builds in ongoing effective learning that can improve organisational performance.

Strategic Leadership:

- Maintain overview of all strategic work across the organisation, ensuring coherence and identifying opportunities for synergy.
- Make strategic decisions about resource allocation and prioritisation within agreed parameters.
- Lead strategic planning cycles, taking ownership for their effectiveness.
- Build strategic capability across the organisation through coaching senior colleagues.

General duties:

- Work in accordance with the Organisation's Vision, Mission and Values and all policies and procedures.

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- Champion the voice of young people and 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 Safeguarding and following the organisation's policy and procedures at all times.
- Champion and support the organisation's commitment to anti-racism, justice, equity, diversity and inclusion (AJEDI).
- Contribute to the culture of YoungMinds by joining in our events and activities including 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.
- 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

Skills and capabilities:

Essential

- Leading strategic work at senior level in complex organisations.
- Providing strategic advice to Chief Executives, Directors, trustees or equivalent senior stakeholders.
- Deputising for senior leaders and representing organisations at external forums.
- Making autonomous decisions about strategy, resources and organisational priorities.
- Managing complexity and leading change in environments with multiple stakeholder groups.
- Designing and delivering cross-organisational strategic workstreams or projects.
- Experience of facilitating, coaching and supporting others through new processes and approaches.
- Skilled communicator with experience of working with teams at senior levels.
- Collaborative relationship builder with strong stakeholder management and facilitation skills.
- Able to develop and implement strategy in a complex environment.
- Able to prioritise effectively considering competing goals or outcomes.
- Manage ambiguity and uncertainty in the strategy formation and implementation process.
- Flexibility in responding to new demands on the team.
- Able to make effective use of technology, including MS Teams and project management tools.
- Understanding of AJEDI principles and ability to apply these to all our work.

PERSON SPECIFICATION

Job title: Senior Strategy Lead

Experience of...	To be assessed via application form	To be assessed at interview
Setting up and leading teams and workstreams	Y	Y
Creating safe, collaborative, supportive and effective teams	Y	Y
Designing and delivering strategic projects to deliver on intended outcomes	Y	Y
Communicating and influencing at all levels, particular senior, across organisations, supporting and influence colleagues through change	Y	Y
Working with high participation and user engagement approaches to involve users in strategy moving forwards	Y	Y
Making effective use of project management tools	Y	
Ability to...		
Drive strategy formation and implementation in an organisation, developing ownership and delivering measurable results	Y	Y
Manage uncertainty and find ways through complex challenges	Y	Y
Inspire others about the opportunity of working in new ways		Y

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Flex your approach based on needs of the team and the organisation	Y	Y
Knowledge and understanding of...		
Strategic planning frameworks and approaches appropriate for mission-driven organisations	Y	Y
YoungMinds' mission and purpose and the issues young people face with their mental health		Y
Change, the impact it can have on colleagues and your role to as a leader of change		Y