

Senior Digital Content Officer

YOUNG MINDS



What's the problem?

1 in 5 young people now have a probable mental health condition

65% year on year increase in 'Very Urgent Referrals'

<1% of NHS spending goes to young people's mental health

Black and Asian young people are **twice** as likely to access mental health support via a court order.

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.

AJEDI at YoungMinds:

As an organisation, we have been on a journey to reflect on who we are, who we are here for, and the ways we may unintentionally contribute to inequity. For us, Anti-racism, Justice, Equity, Diversity, Inclusion and Culture (AJEDI) is not just a set of principles, it's part of who we are and how we work.

We know we don't always get it right, we are not perfect. We are however, committed to learning, challenging ourselves, and asking difficult but necessary questions.

If you are thinking about applying for a role with us, a commitment to AJEDI is essential. These values underpin our work and shape how we understand who we are here for. We don't expect you to be an expert. What we do expect is openness, curiosity, and a genuine commitment to learning and embedding these principles in your work.

We warmly encourage applications from people of all backgrounds, especially those whose perspectives and experiences are currently underrepresented at YoungMinds and across the charity sector.

Safeguarding

Everybody has the right to be safe and to thrive no matter who they are or what their circumstances. The YoungMinds' approach to safeguarding includes the concept of a 'culture of care' which supports and promotes wellbeing and the prevention of harm. We believe that our staff, volunteers and consultants have an individual and organisational responsibility for safeguarding. We aim to embed a safeguarding ethos and practice which is both proactive and responsive towards issues of safety and wellbeing.

We ask all staff to undertake safeguarding training with us as part of their onboarding journey and their ongoing learning and development.

When you join:

All new staff benefit from a full induction with their team, as well as our core training programme and ongoing support.

Probationary period:

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

Our benefits:

We offer our staff a range of health, wellbeing, lifestyle and financial benefits to ensure that we fully support all staff from day one of employment with us.



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 |
| 2 wellbeing days per year | Y | Y | Y |
| Employee Assistance Programme | 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 |
| Free early eye tests and money towards your glasses | 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 |

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.

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 a conditional 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.

Identity and Eligibility to work in the United Kingdom check:

We are obliged to confirm your identity and obtain proof of your right to work in the UK. We are currently unable to support visa applications.

DBS check: We ask our employees to complete an Disclosure and Barring Service (Criminal Records Bureau) Check. The level required will depend on the role you are applying for and will be confirmed to you as part of the recruitment process.

We are committed to the fair treatment of all employees, potential employees and volunteers regardless of their offending background.

While we accept that applying for a role with a DBS requirement can be a deterrent for some communities, we actively promote equality of opportunity for all and welcome applications from a wide range of candidates, including those with a criminal record.

For further information about how we manage the recruitment of people with a criminal record, please refer to our Recruitment of people with a criminal record policy.

Completing a YoungMinds employee application

If you have any questions about completing the application form / the application process, please contact the People team at recruitment@youngminds.org.uk.

We strongly recommend you look through the YoungMinds website before starting the application form.

Introductory Statement

In the person specification on the job description below, you will see sections titled Experience, Qualifications, Training, Skills, and Abilities + Knowledge/Understanding. You will see that some of these have a tick that show they are the bits of information we are looking for to shortlist from. These criteria are also highlighted in the campaign, in the section that begins “candidates will be shortlisted on the basis of...”

The easiest and most effective way to approach your introductory is to take each of those shortlisting criteria and use them as headers for sections of your statement.

Under each, you can tell us how you meet that requirement, using examples where you can.

At the end, maybe tell us why the role and YoungMinds interest you. Thanks so much for taking the time.

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 introductory statement section.

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

Qualifications

Ensure to include all relevant qualifications and level achieved.

Skills

Please provide details as requested.

Certifications, licenses and training

Please give details of any training courses you have completed. Please also state whether you are a member of any professional bodies, indicating your level of membership and qualification.

Completing the application form

JOB DESCRIPTION:

| | |
|--|---|
| Job title: Senior Digital Content Officer | Salary: £37,813- £42,015 |
| Hours: Full Time (35 per week) | Based at: London Bridge (hybrid working) |
| Reports to: Digital Content Manager | Number of direct reports: N/A |
| Budget responsibility: Yes | |

Key relationships:

Digital Content Manager and Team, Product Manager, Head of Content & Communications, Social Media Manager and Team, Director of Social Change, Digital Transformation Team, Media and Campaigns Manager and Team, Brand and Marketing Manager and Team, Parents Helpline Team, Youth Engagement Team, Fundraising Team. And to work with and develop excellent working relationships with internal colleagues and external contacts as and when required.

Job purpose:

The Senior Digital Content Officer will play a key role in designing and delivering digital content with a focus on our youth audience. You will lead in delivering content for our audiences with support from the other Senior Digital Content Officers. The content you lead on will provide young people under 25 with information, support, and advice to help them look after their mental health. You will conduct user research and insight sessions with young people, parents and carers to design the content plan, ensuring the content on our website meets our audience's needs and covers relevant topics and experiences. With input from the other Senior Digital Content Officers, you will also lead on the content strategy for projects aimed at bringing more diverse experiences to the mental health conversation from young people from marginalised or racialised backgrounds. You will also be responsible for ensuring the content on the website continues to meet the requirements for the quality assurance mark for trusted health information.

You will work closely with the communications team to lead and develop content campaigns for the website and social media that focus on a particular topic and increase our reach and impact with young people, parents, carers and trusted adults.

You will be responsible for the YoungMinds Parents Blog, ensuring that the blog continues to be a valuable source of real stories and support for young people, parents and carers and hosts a variety of content for diverse groups.

Using your digital expertise and strategic thinking, you will work with colleagues across YoungMinds to create content for the website that helps support their teams' aims and objectives. This will include our supportive content for young people, as well as content that inspires them and

their allies to take action for better mental health. You will also work closely with the Product Manager to deliver the website roadmap and strategy, to ensure the website is meeting its aims and goals as a digital product.

Key responsibilities and duties:

Developing Youth-Focused Digital Content:

- Manage and develop the young person's section of the YoungMinds website, including creating and executing content plans; researching and writing web pages; supporting young people to share their lived experience through blogs; writing practical resources; and overseeing the production of other information sources such as videos.
- Create, develop, and build website content that helps young people feel more hopeful about their mental health, ensuring it is evidence-based, culturally informed, accessible, and of the highest quality.
- Ensure the content guides on the YoungMinds website are up-to-date, relevant, and meet the requirements to maintain the quality assurance mark by holding regular review sessions with parents, trusted adults, and mental health professionals.
- Work closely with the Parent Engagement Officer to ensure the lived experience of a diverse group of parents and carers informs content, capturing the experiences of Black, Asian, and racialised young people and their families.
- Use data, insights, and feedback from the Parents Helpline and website users to inform content plans, prioritising timely and relevant information.
- Support and deliver the content strategy for the other YoungMinds digital products including podcast episodes and video, working with the wider Communications and Content team to plan content that bring diverse experiences, particularly from racialised and marginalised backgrounds.
- Ensure that all signposts recommended to young people (and parents and carers) are vetted through an efficient approval process and lead the development of this process.

Quality Assurance and Accreditation:

- Maintain the PIF (Patient Information Forum) TICK accreditation by ensuring content aligns with principles and processes, is evidence-based, and meets service needs.
- Coordinate internal and external expertise and gather lived experience from parents, carers, and young people to continually review and improve existing content.
- Support the Helpline management team in maintaining quality accreditation for the Parents Helpline Service.

Community and Campaign Development:

- Work with the youth participation and Community engagement teams to run user research workshops with young people, parents and trusted adults, using insights to develop relevant web content.
- Collaborate with the communications team to create and develop digital content campaigns for the website and social media that increase reach and impact with young people, parents and carers.

- Manage the YoungMinds Blog, ensuring it remains a valuable source of real stories and support for young people, parents and carers, with a variety of content that appeals to diverse groups.

Improving Digital Reach and Impact:

- Use tools like Google Analytics to regularly report on and analyse website performance, identifying areas for improvement.
- Optimise digital content for search engines by writing quality meta headings and descriptions, image captions, and editing copy to include relevant keywords.
- Work with the Marketing team and external partners, including Google AdWords agencies, to increase traffic to the website and amplify new content.
- Collaborate with the Product Manager to deliver the website roadmap and strategy, ensuring alignment with organisational goals.

General Responsibilities:

- Champion the voice of young people and their families in delivering change and increasing their involvement in organisational work.
- Support a culture of care for staff, volunteers, and young people, with a focus on Safeguarding.
- Work effectively with all staff, volunteers, child mental health agencies, and relevant external organisations.
- Contribute to the culture of YoungMinds by participating in events, activities, and fundraising efforts.
- Embrace and embed anti-oppressive and anti-racist practices in daily work.
- Ensure a privacy-led approach to data management and responsible handling of information.
- Prepare for and attend supervision and appraisal meetings, and undertake other compatible duties as required.

Other duties that may from time to time be necessary, compatible with the nature and grade of this post.

Person Specification

| CRITERIA | To be assessed via application form | To be assessed at interview |
|---|-------------------------------------|-----------------------------|
| Experience of... | | |
| Designing, developing, and building website content – including writing copy, sourcing images, illustrations, and videos – for specific audiences, to meet user needs and in line with a brand’s tone of voice. | X | |
| Using user research and gathering insights to inform content strategy and development, and developing content that meets user needs | X | X |
| Taking a complex subject matter and writing and editing it to suit a specific audience. | X | X |
| Maintaining accreditation standards | x | x |
| Uploading content to a Content Management System to create engaging webpages that have good user experience and are search engine optimised. | X | X |
| Ability to... | | |
| Lead and deliver effective content campaigns for a specific audience with a clear call to action. | | X |
| Create digital content for minoritised and racialised groups of young people, being culturally sensitive and practicing cultural humility. | | X |
| Conduct user insight sessions with key stakeholders and users, to listen to their experiences and identify their needs. | | X |
| Manage a pool of bloggers to grow a blog platform that reaches a specific audience with content that reflects their needs and experiences. | X | X |
| Support the creation of a long-term digital content strategy and calendar for a website, blog, and podcast, that meets an organisation’s strategic aims. | | X |
| Work with external agencies or partners to create digital content that maintains an organisation’s brand and tone of voice. | | X |
| To use Google Analytics or other analytics platforms to analyse how website content is performing and identify ways a user’s experience can be improved and developed. | X | |
| Think creatively, innovate, and generate new ideas for digital campaigns and content. | | X |

| CRITERIA | To be assessed via application form | To be assessed at interview |
|---|-------------------------------------|-----------------------------|
| Knowledge of... | | |
| How to improve the SEO of a website's content. | | X |
| Knowledge and awareness of Anti-Racism, Justice, Equality, Diversity, and Inclusion (AJEDI). | | X |
| Current trends in digital content for young people. | | X |
| Other requirements | | |
| A willingness to follow safeguarding procedures and processes and understanding the approaches undertaken . | | X |