

**Digital Content Manager**

**YOUNG MINDS**



# 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. The level required will depend on the role you are applying for and will be confirmed to you as part of the recruitment process.

**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 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

<b>Benefit</b>	<b>Full Time</b>	<b>Part Time</b>	<b>Zero Hour</b>
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
Regular activities such as Lunch and Learn 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
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

# Completing a YoungMinds employee application form

If you have any questions about completing the application form / the application process, please contact the People 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

# Completing a YoungMinds employee application form

## 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>Digital Content Manager</b>	<b>Salary:</b>	<b>£43,713-£48,570</b>
<b>Hours:</b>	35 hours per week	<b>Based at:</b>	London Bridge (hybrid working)
<b>Reports to:</b>	Head of Communications	<b>Number of Direct reports:</b>	3 x Senior Digital Content Officers
<b>Budget responsibility:</b>	Yes	<b>Status:</b>	<b>Fixed term/Maternity cover (until 1 April 2027)</b>

### Key relationships:

Reporting to the Head of Content and Communications, you'll work closely alongside the Social Media Manager and Brand and Marketing Manager as a team. You will directly line manage the Senior Digital Content Officers in the team. You'll work with the youth engagement and influence team to involve young people in the work of your team and the AJEDI team to ensure our digital content reflects the needs of underrepresented young people and parents. You'll also work closely with the Media and Campaigns and Public Fundraising Managers on building our campaign and fundraising journeys. And, as your work touches on most aspects of the organisation's business, you'll develop good working relationships with many colleagues across the board, as well as external stakeholders such as our web agency.

### Job purpose:

To lead the development of YoungMinds' website and digital content in support of our strategic objectives.

At a critical time for our digital development, where our website will play an ever-increasing role in achieving our goals for young people's mental health, this role will lead a driven, ambitious team to continually evolve and improve the effectiveness of our website. The role will lead the ongoing development of our website with a focus on continuously evolving our content, user experience and user journeys. You will also work closely with our Product Manager and digital agency to help develop and deliver the website's vision and roadmap.

The role takes a particular lead on our supportive content, to get support and information to young people through our digital channels, developing our digital service model, as well as our content, to help more young people. You will focus on leading on our digital content strategy alongside young people and adults, developing new advice and information for Black and Minoritised young people and growing our young person's blog.

You and your team will make sure that the wider organisation's digital communications needs are met, providing expertise and strategic advice, upskilling 'digital reps' from across the charity and using your knowledge and talents to help them make the most of our digital communications to deliver their work.

The role will ensure that across all of this work, young people are active partners, providing insights to drive content and co-creating with us wherever this will add value.

## **Key responsibilities and duties:**

- Act as strategic lead for the YoungMinds website, ensuring that through its content, navigation, functionality and design it continues to provide the best user experience for our core audiences: young people, parents and trusted adults, and supports our strategic aims.
- Lead the content strategy for our website, ensuring the team produce dynamic, visually engaging, beautifully written content that is accurate, relevant and on-brand.
- Work closely with the Product Manager, Digital Transformation Team and digital agencies, to deliver improvements to UX, design, SEO and website accessibility.
- Oversee our blogging strategy, ensuring the blog content covers a variety of topics and platforms stories from Black, minoritised and marginalised young people and parents.
- Oversee development of content and campaigns that specifically engage Black and Minoritised groups, led by the Senior Digital Content Officer who specialised in this content strategy.
- Work closely with the Youth Participation teams to ensure that all content has the appropriate level of input from young people and adults (usually that it is co-produced).
- Lead and work alongside your team to provide the digital communications knowledge, expertise and strategic thinking to elevate their work through our digital channels including our website.
- Working with relevant colleagues, explore and introduce new digital technologies, products and approaches that could enhance delivery of our strategy.
- Working with the Brand & Marketing and Social Media Managers, lead the development and delivery of multi-channel campaigns to increase the reach of our support, advice and information to young people.
- Work closely with key stakeholders in the planning and development of new content and sections for the YoungMinds website.
- Organise and conduct training for writing for web and using the Content Management System so that Digital Reps (relevant staff across the charity) can upload and manage high quality content to the website.
- Alongside our Evidence and Innovation Manager, design key performance indicators (KPIs) and creatively discover ways to measure the impact of our digital offer.

- Work with your team to provide monthly, quarterly and as required, management and key performance indicator (KPI) reports for the Senior Leadership Team, and Board of Trustees, and produce a comprehensive web report for all staff.
- Represent the website at internal and external meetings and be its champion throughout YoungMinds and externally.
- Work collaboratively with your counterpart in this job share, maintaining strong communication and project management between you to ensure strategic objectives are met.
- Lead your team, helping them to perform to their maximum potential and to develop their skills and experiences. You will also deputise on the days that your counterpart is absent and support the other Senior Officers in the team where needed. (You will not be expected to carry out formal HR and development duties with these members of the team, as your counterpart will be responsible for those).
- Deputise for the Head of Communications and Content as required.

## **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 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.
- 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.

**PERSON SPECIFICATION**

**Job title: Digital Content Manager**

<b>CRITERIA</b>	<b>To be assessed via application form</b>	<b>To be assessed at interview</b>
<b>EXPERIENCE</b>		
Developing websites and user journeys to meet strategic objectives, using analytics software and creative problem solving to enhance UX.	X	X
Using creative techniques and co-production with users to lead the ongoing development of websites and/or digital products.	X	X
Developing content strategies with a focus on particular audiences		
Proven line manager experience	X	X
Designing and reporting against KPIs in order to measure the impact of a website or digital product.	X	X
<b>ABILITY</b>		
Write and edit clear, creative and effective web copy for different audiences – including young people seeking support for their mental health.	X	X
Work alongside young people to design the most accessible and impactful user journeys.		X
Lead digital projects and campaigns with significant reach and impact, working across teams to coordinate delivery.	X	X
<b>KNOWLEDGE/UNDERSTANDING</b>		
YoungMinds’ mission and purpose and the issues young people face with their mental health.	X	X

How to use Google Analytics and other web/user performance tools to analyse website performance.		X
How to improve a website's SEO.		X
Trends and innovations in digital communications in the charity sector and beyond.		X
How to use and manage a content management system.		X
User journeys, information architecture and user research methodologies.		X