

Media Officer

**Summings
Young**



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.

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
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

Benefits

Completing a YoungMinds employee application form

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

Job title: Media Officer (Maternity Cover)	Salary: £31,700 - £35,222
Hours: 35 hours per week	Based at: YoungMinds Central Office, London Bridge (on a hybrid basis)
Reports to: Media Manager	Number of Direct reports: 0
Contract type: Fixed term contract (9 months)	

Key relationships:

You'll work closely with teams including Media and Campaigns, Policy and Public Affairs, Data and Insights, Social Media, Digital, Youth Engagement, Safeguarding and Fundraising.

Job purpose:

The Media Officer is responsible for developing and implementing media plans, responding to journalists' enquiries, drafting materials for the media, running the Media Activist programme and briefing journalists, young people and YoungMinds spokespeople.

The role helps to raise the profile of YoungMinds, promote and protect our reputation in the media and is an initial point of contact for journalists' enquiries.

This role supports young people on the Media Activist programme to share their stories with the media. This includes running training and working closely with safeguarding to make sure young people are equipped to share their experiences in a safe way.

Key responsibilities and duties:

- Developing and implementing media plans across YoungMinds' media activity including, policy campaigns, awareness weeks/days, fundraising, partnerships, research and data, and AJEDI, achieving coverage in a range of national, regional and trade outlets.
- Action journalist requests that come into the press office using a strong news sense to identify and prioritise opportunities. This includes writing comments, coordinating interviews with spokespeople and flagging reputational risks to the Media Manager.
- Manage a diverse group of Media Activists including delivering training for Media Activists which supports them to share their story safely and gathering case studies which cover a range of topics.
- Build relationships with journalists for proactive and reactive work
- To create and confidently pitch stories and op-eds to national, local, trade and consumer media.
- Keep across the news agenda, spotting media trends, opportunities for YoungMinds and potential risks.
- To provide media briefings and media guidance to YoungMinds spokespeople and young people and accompany them to media opportunities where needed.
- With the rest of the media team, plan and run media training for spokespeople.
- Be part of the on-call rota covering out of hours.
- Applying YoungMinds safeguarding and safe working processes in all work and interactions with young volunteers.
- Other duties that may from time to time be necessary, compatible with the nature and grade of this post.

General

- 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: Media Officer

Experience	To be assessed via application	To be assessed at interview
Experience of media relations and PR	X	
Experience of supporting spokespeople and case studies for media interviews	X	
Skills and abilities		
Ability to develop relationships with external stakeholders, especially journalists, editors and producers	X	
Ability to think creatively, use good news judgement and identify issues and how they relate to the delivery of media objectives		X
Awareness and interest in the external world and the news agenda, and ability to use that knowledge to carry out effective media activity		X
Excellent writing and editing skills, with good attention to detail	X	
Excellent self-organisation skills with proven ability to complete tasks by agreed deadlines	X	X
Knowledge and understanding		
Good news sense and an understanding of the needs of a wide range of media outlets, including press deadlines, the workings of newsrooms and different types of journalists	X	X

Awareness and understanding of safeguarding processes and the importance of safe participation		X
Knowledge of current key issues in children and young people's mental health		X
Understanding of the social and cultural factors that may impact someone's mental health and their experience of statutory services		X
Other requirements		
Commitment to equal opportunities.		X
Ability and willingness to work flexibly. This includes providing out-of-hours cover for media enquiries as part of a team rota and as required.	X	
Willingness to travel to media opportunities within different regions in England where needed.	X	