

JOB DESCRIPTION

Job title: Head of Communications	Salary: £51,827 - £57,585
Hours: Full time (35 per week)	Based at: YoungMinds Central Office
Reports to: Director of Campaigns and Communications	Direct reports: Brand and Marketing Manager, Digital Content Manager, Social Media Manager
Budget responsibility: Yes	

Key relationships:

You'll work closely with the Director of Communications and Campaigns at a strategic level, and with the wider Senior Management Team (of which you are part) on organisation-wide issues. You'll collaborate closely with the Head of External Affairs and their team to promote campaigns and messages, and the Youth Engagement Manager on engaging young people in your work. You'll build good relationships with the Data Manager as well as members of the fundraising, especially those whose roles focus on supporter and corporate engagement. You'll also work closely with the Senior Support Mobilisation Manager to support the development of our movement for change.

Job purpose:

A critical strategic role in the charity, the Head of Communications ensures that we grow and enhance engagement with our primary audiences, including young people, parents and professionals.

You will lead and inspire a brilliant, growing team, enabling them to build on recent successes and continue to develop their talents.

You will lead our digital content and marketing functions as we continue to innovate in our use of digital channels to engage our key audiences. The role is responsible for our *Never Alone* strategic programme, making full use of digital innovation, including on our website and social channels, to reach young people with advice and support.

Working closely with our Fundraising and Data Teams, and the Senior Supporter Mobilisation Manager, the role will transform the way in which we manage supporter journeys, maximising the impact of every supporter interaction. And alongside the Training and Services Team, this role will make sure we are effectively marketing our excellent training and consultancy services to professionals, schools, businesses and NHS commissioners.

Key responsibilities and duties:

- Key member of the Senior Management Team, taking a cross-organisational view of operational delivery and culture and working with other Heads of Team to drive organisational change.
- Line-managing the Digital Content Manager, Brand and Marketing Manager and Social Media Manager, leading a high-performing team of approx. 14 people, organising, supporting, motivating and challenging them to have the biggest possible impact for YoungMinds.
- Take responsibility for our organisational strategic communications planning, ensuring a strong and coordinated approach to use of owned and paid channels and a systemic approach to prioritisation.
- Working alongside the Director of Campaigns and Communications to create a culture where digital methodologies are widely understood and used, where staff have good levels of digital literacy and where the potential for use of technology is realised across the work of the organisation.
- Oversee YoungMinds' brand development work, supporting the Brand and Marketing Manager to take an insight-led approach to ensuring we are building our profile and effectiveness with key audiences to enable the successful delivery of our organisational strategy.
- Lead the *Never Alone* Strategic Programme, driving digital innovation and overseeing the delivery of excellent digital advice, information and signposting to support young people to look after their mental health and that of their friends and peers, ensuring that content is co-produced with young people.
- Working closely with the Senior Supporter Mobilisation Manager, the Supporter Engagement Manager and the Data Manager to lead the development and delivery of our supporter journeys, taking an agile, test-and-learn approach to making sure every supporter interaction with us is as impactful and beneficial as possible, both for YoungMinds and each supporter who engages with us.
- Working alongside the Supporter Engagement Manager to ensure the successful delivery and growth of our fundraising campaigns, including our annual flagship fundraising and awareness campaign, #HelloYellow.
- Working alongside the Training and Services Team, and with your team, oversee the development and delivery of successful marketing strategies for our range of training and consultancy services, ensuring the business needs of the team are met.
- Work with the Evidence and Innovation Manager to evaluate the quality and impact of our programmes, using learnings to work with your team to continually evolve and make improvements to how they are run.

- Work with the Head of Business Development and their team to share and shape future plans, and horizon-scan funding opportunities, working with the team to shape funding applications and pitches.
- Manage the team budget, keeping a close and regular eye on your income and expenditure, ensuring you are operating within your agreed budget and flagging any risks or anomalies early and appropriately.
- Other duties that may from time to time be necessary, compatible with the nature and grade of this post.

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 diversity and inclusion
- Contribute to the culture of YoungMinds by joining in our events and activities including supporting our fundraising.
- Understanding and actively seeking 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: Head of Communications

Experience of...	To be assessed via CV	To be assessed at interview
Leading, inspiring and developing a team	X	X
Developing and delivering strategies to influence internal working cultures	X	X
Managing agency relationships (digital, creative etc.) and developing high-quality briefs		X
Ability to...		
Develop digital products, including those aimed at engaging a young audience	X	X
Develop effective supporter journeys across multiple audiences and priorities		X
Oversee successful product marketing strategies and campaigns		X
Write and edit outstanding copy for a range of audiences, including young people		X
Innovate and identify new, creative solutions to user needs	X	X
Knowledge of...		
Digital methodologies and ways of working, including agile product development		X
How to effectively manage and develop a brand	X	X
How to develop an effective and unifying organisational communications strategy		X