

Campaigns Officer



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.

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
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 the application form

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).

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 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: Campaigns Officer	Salary: £15,850- 17,611
Hours: 17.5 hours per week	Based at: YoungMinds Central Office, London Bridge (on a hybrid basis)
Reports to: Campaigns Manager	Number of direct reports: None
Contract type: Fixed term contract (1 year)	

Key relationships:

The Campaigns Officer role works within the media and campaign's function, reporting to the Campaigns Manager. You will also work very closely with the wider External Affairs and Research team, which includes the Policy and Public Affairs team.

The Campaigns Officer will be expected to develop good working relationships with the Youth Engagement and Communications and Content teams. You'll also build external relationships with YoungMinds campaigners, in order to influence politicians, government officials and other decision-makers.

Job purpose:

A core part of YoungMinds' work is to ensure that the views and needs of young people are represented in the national decisions relating to young people's mental health in England. The Campaigns Officer will support in mobilizing our network of young activists and a wider group of supporters and campaigners to bring about change by amplifying young people's voices.

You will play a key role in the delivery of our campaigns in partnership with young people, ensuring their voices are central to this work. This includes working on policy campaigns, coalition campaigns and important public and organisation-wide 'moments' through the year.

Key Responsibilities:

- Support in the implementation and evaluation YoungMinds' policy campaigns, working closely with the Media and Campaigns Manager (job share), Head of External Affairs and Research and policy and youth engagement teams.

- Help develop campaign plans, delivering campaigner mobilisation activities and supporter journeys to help achieve change through our campaigns.
- Work with the Campaigns Manager to design innovative and creative ways to engage our supporters, primarily young people, in our campaigns, always working to a clear theory of change.
- Work with the Youth Engagement team to support in designing effective ways to amplify the voices of young people to the key influencers and decision-makers for young people's mental health.
- Working with the Campaigns Manager and communications team, including the social media team, to deliver strategies to use our digital channels to engage supporters in our campaigns, including by email, social media and (paid-for) digital marketing.
- Ensure that all areas of our website relevant to campaigns and media are kept updated with fresh and timely content.
- Build strong relationships with colleagues internally in order to collaborate where appropriate and coordinate our efforts.
- Support the Policy and Public Affairs team where appropriate to work with think tanks, policy groups, Government departments and local structures in health, education, criminal justice and local communities, to raise awareness of YoungMinds' campaigns.
- Support in the delivery of YoungMinds' events in conjunction with the Head of External Affairs, Media and Campaigns Manager and Policy and Public Affairs Manager that help to achieve campaign aims.
- Ensure that you observe an appropriate level of confidentiality at all times and ensure all safeguarding procedures are adhered to in all work with young people and families across campaigns.
- 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.

This role requires occasional travel to meetings within the UK, as well as the ability and willingness to work flexibly and remotely for events and other meetings. This includes occasional evenings and weekend working for which notice and Time off in Lieu (TOIL) will be provided.

PERSON SPECIFICATION

Job title: Campaigns Officer

Experience	Assessed via application form	Assessed at interview
Experience of creating change.	X	
A creative thinker, with knowledge and experience of using ideas to achieve change.		X
Experience of engaging people with lived experience of an issue, service users and/or campaigners.	X	
Experience communicating with impact, including via social and digital, in order to reach a variety of audiences.		X
Desirable: an understanding of the UK political landscape and how to achieve change within it.		X
Desirable: an understanding and interest in campaign theory and tactics.		X
Skills and abilities		
The ability manage multiple projects and competing demands, meet agreed deadlines and targets and responding to changing circumstances.		X
Strong verbal communication, with experience building and maintaining relationships both internally and externally.		X
Experience using digital tools such as Mailchimp and campaigning software (such as Impact Stack or Engaging Networks), and quick to learn new technologies.	X	
An excellent copywriter.	X	