

Policy and Public Affairs Manager

**SOJIN
GIM
YOUNG**



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: Policy and Public Affairs Manager	Salary: £43,713 - £48,570
Hours: 35 hours per week	Based at: YoungMinds Central Office, London Bridge
Reports to: Head of External Affairs and Research	Number of direct reports: One

Job purpose:

This is a pivotal and influential position within YoungMinds' External Affairs and Research team.

You will be responsible for developing our policy positions and responses, based on external evidence and the views of young people – a central part of our new five-year strategy.

You will develop relationships with parliamentarians, government officials and political parties to ensure our views are respected and influential. You will also build strong relationships with our colleagues in the youth and mental health sectors in order to collaborate where appropriate.

You will provide briefings to internal colleagues, including the senior leadership team, to ensure they are kept up-to-date on key policy issues and trends.

You will also work closely with media and campaign colleagues, to ensure that our messaging on policy issues is clear, accurate, and effective.

This role requires occasional evening and weekend working for which notice and time off in lieu (TOIL) will be provided.

Key relationships:

As the organisational lead on policy and public affairs you will liaise closely with teams and spokespeople across the organisation, including with the media & campaigns and data & insights teams, our Parents Helpline, and Youth Participation.

In addition to line managing the Policy & Public Affairs Officer you'll work closely with the Head of External Affairs and Research, as well as the Director of Policy & Communications and wider Senior Leadership Team.

Key responsibilities:

Research and policy development

- Oversee our strategic approach to policy influencing, researching and mapping opportunities to improve public policy. Working with the Head of External Affairs and Research and the Senior Media and Campaigns Manager you will design campaigns and influencing strategies.
- Work closely with our Chief Executive, Director of Policy and Communications, Head of External Affairs and Research, and others to ensure our influencing activity is joined up and coherent, with a consistent line across our different relationships, communications channels and networks.
- Play a lead role in developing our policy positions. You will ensure that the knowledge and expertise of YoungMinds staff and young people is effectively used, alongside evidence and research.
- Plan and manage policy research to track young people's needs to inform policy positions. This may include research with young people (surveys and insights workshops), analysis of complex data (e.g. Freedom of Information requests) and research in partnership with other organisations.
- Develop and deliver policy reports, briefings, consultation responses, and evidence for parliamentarians and government officials.
- Brief the media and campaigns team to support the development of media comments and wider messaging.

Public affairs

- Develop and deliver a strategy for cultivating strategic relationships with parliamentarians, civil servants, and other decision makers to maintain our position as a critical stakeholder.
- Work with others in the sector and beyond, to maximise our influence and impact.
- Design and organise the delivery of parliamentary and party conference activity, ensuring that they act as a vehicle to build and maintain key relationships – and, crucially, are an opportunity for young people to directly influence decision-makers.
- Act as a spokesperson and representative for YoungMinds at sector conferences, in the media, and in Parliament.

- Maintain accurate and shared records of significant interactions with key stakeholders.

Our approach to work at YoungMinds:

- 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: Policy and Public Affairs Manager

Experience	To be assessed via application	To be assessed at interview	To be assessed via task
Track record of successfully influencing external stakeholders to achieve positive change	X		
Experience of briefing senior internal stakeholders for meetings and events	X		
Experience of building and maintaining positive working relationships with senior external stakeholders, for example with politicians and government officials		X	
Skills and abilities			
Ability to read, interpret and analyse complex data and other information, including policy briefings and legislation	X		
Ability to plan and manage parliamentary events and meetings	X		
Ability to effectively line-manage staff, supporting their development and improving their performance	X		
Organising and planning skills, with ability to manage multiple tasks and adapt to different priorities in the face of changing circumstances		X	
Ability to develop expertise in specific policy issues		X	
Ability to use face-to-face meetings to convey complex information clearly and accurately and in an accessible way		X	
Ability to write clear, succinct reports, briefings, policy documents and presentations			X

Knowledge and understanding	To be assessed via application	To be assessed at interview	To be assessed via task
Good understanding of the factors affecting children and young people's mental health, and the challenges facing children, young people, families and services		X	
Strong understanding of the legislative and policy development process, and the parliamentary mechanisms that can be used to create positive change		X	
Strong understanding of parliamentary protocols and how they can be navigated and utilised	X		