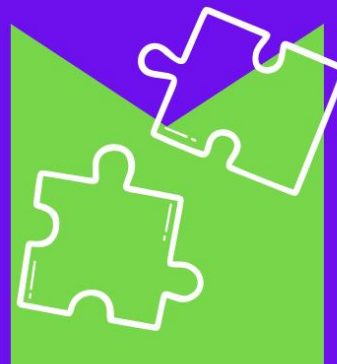




Campaigns Manager

Permanent

Full-time

London OR Glasgow



Thank you for your interest in joining the team at the **Mental Health Foundation**.

This is a fantastic opportunity to join an organisation with an urgent and vital mission. We're tackling the rapidly-growing mental health crisis by changing the UK's approach from managing mental ill health to preventing it. And we're fighting for those most at risk, especially young people.

Poor mental health is not inevitable, but we can't just treat our way out of the problem. We think differently about mental health. We think positively about prevention. With the right policies, environments and support, we can reduce the impact of things which pose a risk to good mental health, while strengthening those that protect it. In doing so, we can empower people to live mentally-healthy lives.

Our pioneering research helps us better understand the causes of poor mental health. We're using that insight and people's real experiences to campaign for change that will break the cycles that cause the most harm. And we're giving people the knowledge and tools they need to protect their own mental health.

We are a people-powered charity that has the financial resources to achieve a step change in our reach and impact. And we are building an organisation that lives its values and has a strong and diverse team that is dynamic, energetic and committed to working together.

There is much more to do, and we are looking for an exceptional Campaigns Manager to enable the Mental Health Foundation to be the most effective it can be.

In this document we present information about the Foundation and about this vital role.

If you are up for the challenge, I hope you will get in touch.

Kind regards,

Senior Management Team & Trustees of the Mental Health Foundation





WHO WE ARE

Everyone deserves good mental health

The Mental Health Foundation is the only national organisation in the UK dedicated to preventing poor mental health.

We're the home of Mental Health Awareness Week.

Good mental health is one of the most important foundations for a healthy, fulfilling and happy life. It changes and saves lives.

And poor mental health is not inevitable. There are things we can do as individuals, in our communities and across society to help us all to live with good mental health.

Our vision

Everyone lives with good mental health, because we prevent mental ill health before it starts

Our values

- Side by Side
- Walking our Talk
- Determined Pioneers
- Making a Difference

The causes of poor mental health are complex and varied. We are focusing our work on a small number of connected issues where much more can be done to prevent poor mental health and where we can have the biggest impact:

- **Championing prevention** – so that we can prevent mental health problems before they take root, tackling the causes instead of waiting to treat the symptoms.
- **Online worlds** – so that people are protected from harm and are more mentally healthy in their online activity.
- **Bullying and discrimination** – so that children and young people are protected from the life-long harms these can lead to.
- **Working lives** – so that young people can thrive in mentally-healthy workplaces that support their wellbeing.

We work across the four nations of the UK with staff teams in Belfast, Cardiff, Glasgow and London.

Together, we can help everyone have better mental health. Join us.



ABOUT THE ROLE

Place of work:	Hybrid working remotely and at the London or Glasgow Foundation offices London (197 Long Lane, London, SE1 4PD) Glasgow (Moncrieff House, 69 West Nile Street, Glasgow, G1 2QB)
Grade:	Grade D, Scale points 1 to 4
Salary:	Starting at £38,193 rising to £42,385, plus London weighting of £4,000 where applicable
Contract type:	Permanent
Hours:	Full-time, 32 hours per week
Department:	Policy & Influencing
Reports to:	Head of Campaigns & Media
Responsible for:	n/a
Budget responsibility:	n/a

Job purpose

This role will develop and implement campaigns to drive policy change in line with our strategy and increase public awareness of and support for prevention of poor mental health. The role involves leading powerful campaigns which engage the public and create social change. The role will work across the Foundation to develop cohesive campaigns which bring together policy, public affairs, research, media and marketing.



JOB DESCRIPTION

Campaign Development & Implementation

- Work with colleagues to plan, develop and execute impactful campaigns to drive forward policy changes, increase public understanding and support for prevention of poor mental health, and improve mental health awareness.
- Leading our digital campaigns, building up our campaigner supporter base, and finding creative ways to engage and grow this audience.
- Creating and commissioning campaign materials which engage the public, both online and offline, ensuring campaign materials align with best practice, Foundation brand guidelines and tone of voice.
- Identifying and developing creative opportunities to amplify campaign messages across various platforms, including digital channels, media, with politicians, and with fundraising audiences.

Stakeholder Engagement

- Building and nurturing relationships with campaigns supporters to increase engagement in our campaigning actions and activations.
- Representing the organisation at external meetings, events, and forums, advocating for better public mental health initiatives.
- Working with people with lived experience of mental health to improve and coproduce our campaigns.

Policy & Research

- Working closely with the policy team to contribute to the development of the organisation's policy positions and identifying synergies and opportunities for public campaigning.
- Working closely with the policy team to develop campaigning strategies and plans to help influence and support our policy calls through public campaigns activations.

Communications & Fundraising

- Working closely with the communications team to ensure consistent messaging and effective dissemination of campaign materials.
- Identifying opportunities to cross-promote campaign messages with fundraising initiatives.

Managerial

- To work within the Foundation's operational framework of delegated authorities, financial management and decision making.
- To recruit and manage consultants or advisors as required to support specific campaigns project work and ensure they deliver timely, high quality and cost-effective work.
- Be a source of expert campaigns support to senior management colleagues and organisational spokespeople.

Supporter Engagement

- Work with our data team to better understand our supporter base and over time engage and involve them, and new supporters, in campaigning activity.

General Support

- Providing support to the Head of Campaigns and Media.
- Contributing to team meetings and the development of the broader policy and campaigns strategy.

General

- To promote and support the achievement of the Foundation's mission, goals and values.
- To act as a positive ambassador for the Foundation in all opportunities.
- To maintain a high standard of honesty and integrity in all aspects of the role maintaining good relationships with colleagues and external partners and to act in accordance with the Foundation's staff code of conduct.
- To uphold and promote the Foundation's commitment to equality, diversity and inclusion, and the value of lived experience.
- Share our commitment to safeguarding and promoting the wellbeing of our beneficiaries, staff, volunteers, and anyone else who comes into contact with our services.
- To engage in learning and development activities appropriate to the role.
- To have due regard to health and safety issues.
- To undertake any other duties as may reasonably be required.

This job description is not contractual and is liable to change over time.



PERSON SPECIFICATION

	Essential	Desirable
Knowledge and qualifications	• Understanding of campaigning and influencing, including campaigning strategy and theory of change.	• Knowledge of the healthcare sector and issues affecting mental health.
Skills and abilities	• Expertise in using digital communication tools and platforms for campaigning activity. • Excellent written and verbal communication skills, including the ability to write compelling campaign materials and deliver presentations. • Proven ability to translate policy goals into compelling public-facing activations which influence targets. • Proven ability to build and maintain relationships with diverse external stakeholders, e.g. working in coalition. • Strong organisational and project management skills. • Ability to work collaboratively across teams.	• n/a
Experience	• Demonstrable experience in developing and implementing engaging public campaigns which drive social change. • Demonstrable experience developing and managing a supporter journey to grow engagement and drive supporter action. • Experience working in the charity sector.	• Line management to support and grow team members to deliver successful campaigns
MHF requirements	• A commitment to working in accordance with the Foundation's Essential Principles as laid out in the Foundation's Strategy. • Self-sufficient in use of information and communications technology. • Ability to self-manage a full and varied workload.	• n/a

Competencies for working at the Mental Health Foundation

We expect all employees to be able to use these competences to a high level in their roles.

During the recruitment process, at interview stage, we look for evidence of all these competencies:

- Expertise, knowledge and analysis
- Communication, influencing and promotion
- Relationships and partnership working
- Service focused
- Business aware
- Strategic thinking and decision making
- Leadership
- Adaptability and personal responsibility
- Innovative and creative
- Committed to personal development