



External Affairs Officer (press & public affairs)



About Money and Mental Health

In 2016 Martin Lewis CBE set up the charity to create a world in which the vicious cycle of money and mental health problems is broken.

Money and Mental Health want everyone to have an equal chance of financial security, regardless of our mental health; and a world in which everyone's mental health can flourish, regardless of their financial circumstances.





A message from our Chief Executive

The work we do here at Money and Mental Health leads to real change, which can make a huge difference for people with mental health problems.

We carry out research on the links between money and mental health problems and develop practical policy ideas and solutions. We also campaign to make that change a reality – working with government, policy-makers, regulators, businesses and health professionals.



At the heart of everything we do is our [Research Community](#) – a group of almost 5,000 people with lived experience of mental health problems who inform our research, policy ideas and campaigns.

We are looking for an External Affairs Officer to help us influence the new government and shape the news agenda. This is a really exciting time to join the team, with the new government and the intake of MPs bringing fresh opportunities for us to increase the impact with our influencing work.

This role will be at the centre of that work, combining press engagement and public affairs. It's also an opportunity to lead our work to support experts by experience from our Research Community to have their voice heard in the media, at events and at Parliament.

We are also looking for someone who shares the values of the organisation, and who is passionate about our work to break the link between financial difficulty and mental health problems.

The most important qualities we want to see in applicants are:

- A creative communicator who can translate complex policy ideas into compelling media and public affairs materials
- A campaigner with the enthusiasm and drive to help us to maximise our impact with with politicians and policy makers
- A passion for empowering people with lived experience to have their voice heard in the media and by decision-makers.

We look forward to reading your applications.

Best wishes,



What it's like to work here

Our head office is based in central London and we operate a hybrid work model, with the majority of our team working in the office two days a week. We also have a number of non-London based staff - from as far as the Isle of Wight - who primarily work from home, but who come to the office twice monthly.

The wellbeing of our staff is the most important thing to us, and we have a **flexible work culture**, allowing employees to be flexible with their hours and location.

In our 2023 staff survey, 100% of staff agreed they'd recommend Money and Mental Health as a great place to work.

We are still relatively small with a team of just 21, but as an organisation we punch above our weight and **have a significant impact**.

We have staff working across four main functions: Research and Policy, External Affairs and Income, the Gambling Action Lab, and Partnerships, which includes our Mental Health Accessible programme.

Across those teams, we're all passionate about putting the voice of lived experience at the heart of everything we do. We welcome team and board members who have personal experience of mental health problems or financial difficulty.

We are committed to improving employment opportunities in the charity sector for people from underrepresented communities and are particularly keen to receive applications from people from minoritised ethnic groups. We're currently developing a new Equality, Diversity, Inclusion and Belonging Strategy and are working to become a more inclusive workplace.

We're proud of the environment we've already developed, with a high proportion of our team with personal experience of mental health problems. And we're committed to employees professional growth and development.





Job description

This is a diverse role combining press relations and public affairs. Key tasks and activities will include:

- Developing press releases and media strategies to secure media coverage among key outlets for our research, campaigns and other projects
- Producing briefings, letters and other materials to engage government ministers and other parliamentarians
- Horizon-scanning to identify and act upon opportunities for us to have impact in the media and in Parliament
- Developing and maintaining relationships with stakeholders journalists, parliamentarians and other policy makers
- Supporting and empowering our Research Community members to share their experiences in the media, at events in other contexts
- Writing comment pieces, blogs and other types of content to promote and disseminate our work
- Producing key messaging, Q&As and briefings to brief colleagues ahead of media appearances and other public appearances
- Monitoring media coverage and evaluate impact of PR activity
- Taking part in out of hours media rota from time to time
- Assisting with other communications tasks as required and contribute to the wider work of the Institute
- Contributing to the operational success of the Institute by assisting the with administrative and organisational duties as necessary, including through supporting the work and professional development of junior team members



Skills and qualities

We are ideally looking for someone who can demonstrate most of the following skills and experiences:

- Experience of working in media relations, journalism or in public affairs
- Proven ability to generate impactful media coverage across different types of media
- A track record of developing and managing relationships with journalists and political stakeholders
- A strong understanding of the UK political and media landscapes, and how to influence them
- The ability to identify and act upon proactive opportunities to secure impact for our work with parliamentarians and in the media
- The capacity to translate complex information and ideas into compelling media content and political briefings
- Excellent written and verbal communication skills, including the ability to write comment pieces, press messaging and other related content
- Experience of working with people in difficult circumstances, showing empathy and sensitivity
- A self-starter, capable of taking the initiative, and a willingness to step out of your comfort zone and to try new things
- Hard working and committed, taking direct ownership of work and seeing things through
- Demonstrable interest in mental health and other key issues on which the Institute works.

Given the diverse nature of this role, we realise that candidates might have more expertise in either press relations or public affairs. We are open to candidates who specialise in one of those areas, provided they show a strong interest in developing their experience in the other.



Key details

- **Annual gross salary:** £32,915
- **Location:** This role will be London-based, meaning the successful candidate will be expected to work from Money and Mental Health's central London office for at least two days each week. The office is wheelchair accessible - [additional information about the building's accessibility can be found here.](#)
- **Hours:** Full time (37.5 hours a week). The charity has a flexible working policy with core hours of 10am - 3pm and remaining contracted hours distributed throughout the week flexibly. We are open to discussing other flexible arrangements, such as accommodating school runs.
- **Contract type:** permanent
- **Reporting to:** Head of External Affairs and Income
- **Line management responsibilities:** N/a
- **Holidays:** 28 days per year plus bank holidays. This is calculated pro rata for part time employees.
- **Pension:** Opportunity to be enrolled in the work pension scheme (subject to meeting standard auto-enrollment qualifying criteria). After auto-enrollment the charity will make a monthly contribution to the scheme equivalent to 5.5% of the monthly gross salary you receive, subject to you making a minimum contribution of 2.5% of the monthly gross salary you receive.
- **Other benefits include:**
 - An annual personal training budget of £500 (subject to charity budget constraints) with many internal training opportunities too
 - Cycle To Work Scheme (up to £1000 loan for bike)
 - Season Ticket Loan Scheme
 - Enhanced maternity/paternity/shared parental/adoption leave terms, with all eligible employees receiving 90% of their earnings for up to 12 weeks
 - An Employee Assistance Programme



The application process

Closing date: 9am, Tuesday 27 August

Provisional interview dates: w/c 9 September

[Apply here](#)

We are committed to reducing unconscious bias in our recruitment process. To help with that, we use a platform called Applied which allows us to review applications without seeing details such as names and education details. You will be asked to answer a few questions specifically designed to test the skills we are looking for in the person specification. Your answers will be anonymised (all identifying information will be removed) and randomised; reviewers will score each answer against the skills specified for each question. You will also be asked to upload your CV as part of the application process, but reviewers will only see your CV if your scores are high enough to be shortlisted. [You can read more about the principles behind the blind review process here.](#)

If you require any reasonable adjustments to be able to access any part of this process, you can let us know through Applied.

Mindful Employer

We are an equal opportunities employer and Mindful Employer and welcome applications from all, including those with lived experience of a mental health condition and other under-represented groups. We are happy to discuss any reasonable adjustments individuals may require in the recruitment process or once in post.

If you have any questions about the role please get in touch at: [Brian Semple, Head of External Affairs and Income](#)

