

Recruitment Pack

Head of External Relations

July 2024

Thank you for your interest in working with Lancashire Mind

Who are we?

Lancashire Mind is an independent mental health charity, delivering our impactful strategy that has been co-created with the people of Lancashire. We reach over 15,000 people each year.

We're an active member of the national Mind Federation, linking us with over 100 other local Mind organisations across England and Wales, providing excellent opportunities for good practice sharing and partnership working.

Our purpose is to support people in Lancashire to achieve the best mental health and wellbeing possible.

To achieve this, we:

Connect Minds through ongoing engagement and co-creation.

Change Minds by challenging stigma and increasing knowledge around mental health.

Support Minds by being a source of help, where, when, and how people need it.

We value being:

Real

Grounded in lived experience and making sure our work is relevant to Lancashire.

Bold

We're not afraid to demand better for people who need our help.

Caring

Treating people with compassion and respect and being there for people and communities in Lancashire.

Open

Working inclusively to tackle issues and being open to new ideas.

We believe that everyone can achieve good mental health and wellbeing, and that resilience is the key to sustaining it. With 50% of mental health conditions developing before the age of 14, building resilience from an early age is central to the work we do.

We empower people in Lancashire to value and take care of their mental health. Our work ranges from 1:1 support for people facing multiple and complex barriers, to preventative and influencing work. We work in partnership with others to make mental wellbeing a priority.

We are determined to be an organisation that is representative of the diversity of the whole county and one that challenges the mental health inequalities faced by our communities. We're working to become a truly anti-racist organisation.

Everyone who works for Lancashire Mind is fuelled by a passionate belief that enabling people to achieve mental wellbeing will reduce the number of people who go on to develop a mental health condition, and for those who do, to have a better chance of remaining well.

Join us to connect, change and support minds in Lancashire.



Why work with us?

As well as striving to meet the mental health needs of our local communities, we aim to be a good employer and do what we can to provide a supportive and healthy environment for our employees.

You'll get a friendly welcome from colleagues and clear expectations about your role and how it contributes to achieving Lancashire Mind's goals.

Flexible working

We operate a hybrid working policy. For office-based roles, you can split your time between home and our office in Chorley. For service delivery roles, you'll also spend time working in communities at a range of different venues. Depending on the requirements of the role, we will also consider remote working.

Our full-time hours are 35 hours per week. We are open to requests for flexible working hours, including compressed hours. Everyone is provided with the equipment needed to work from home or in the community.

Leave

Full-time staff have 25 days annual leave, plus bank holidays (pro rata for part-time roles). We close for the days between Christmas and New Year, which are given as additional leave entitlement (pro rata).

We've recently introduced long-service leave. Employees who've worked for Lancashire Mind continuously for 3 years are entitled to an extra day's holiday for each full year of service, up to a maximum of 5 days (pro rata). We've also introduced a buying/selling annual leave scheme.

We offer five paid days of emergency/compassionate leave (pro rata) to help you manage unexpected life events.

Wellbeing benefits

We have a workplace wellbeing scheme provided by a small team of staff champions. Champions organise wellbeing activities and run a regular wellbeing survey, giving staff the chance to input to improving wellbeing in the workplace.

We offer an annual, paid wellbeing half-day to encourage all employees to do something positive for their own wellbeing.

Our Employee Assistance Programme gives you and your immediate family access to a 24/7, 365 confidential helpline and you'll have access to a smartphone app with personalised wellbeing content.

We cover the cost of an annual standard eye test and annual flu vaccination for all staff, regardless of your role.

Financial benefits

We offer the opportunity for staff to save for their retirement by providing a workplace pension scheme, with options for matched contributions up to 6%.

From your start date you'll be eligible for the company sick pay scheme, which increases with each year served up to 6 weeks full pay, 6 weeks half pay after five years of service.

Learning and development

You'll have protected time during regular supervision sessions with your line manager to reflect on and plan the work you do.

We provide a wide range of learning opportunities, including shadowing other staff, as well as regular training courses.

The External Relations Department

The External Relations Department, which the Head of External Relations will oversee - comprises of three distinct services areas: Marketing; Relationships and New Business; and Training and Workplace Wellbeing. Each of which has a service lead to be line managed.

The department was created in early-2023 to spearhead and commit additional dedicated resource towards our sold services and to take a lead role in relationship building and presence across the county. Ultimately this pivotal work contributes to the sustainability of Lancashire Mind's services, by generating income through sales and increasing our profile, creating more impact for Lancashire's communities.

There are several dedicated roles within the team, focusing on growing our range of sold services. They do this through considered package design, carefully designed marketing materials and building effective and forward-thinking relationships with organisations across sectors. Lancashire Mind's leading sold services include: training and workplace wellbeing, coaching and therapeutic services and our offerings for schools and colleges.

As a part of this work, the department also delivers the marketing functions of the organisation. This includes overseeing the collateral that is created for external distribution, alongside our communications platforms which are used to influence change, promote Lancashire Mind's brand and generate income. Careful brand management and storytelling are crucial to success in this area.

As a leading sold service offering, our workplace wellbeing and training service - which delivers a range of offers supporting workplace wellbeing, suicide prevention and more - sits directly within the external relations team. Continuing to develop Lancashire Mind's successful Wellbeing Business Network will be important, whilst Lancashire Mind's exciting new on demand training platform will be a key focus of opportunity development.

Your role

The Head of External Relations sits on the senior management team. The postholder is therefore responsible for developing and offering strategic oversight to the services listed within this page, whilst offering regular assistance to the CEO and collaborating with other members of SMT. This includes organisation-wide strategic duties, and support of innovative development projects.

More specifically, the role has key responsibilities linked to the following four priority areas:

- Oversee the development of our range of sold services to diversify income streams and continue growth in this area.
- Ensure our marketing and communications output is relevant, impactful, engaging and innovative.
- Supervise and develop an expanding training service.
- Strategic relationship management with businesses across the private, statutory and third sectors.

In addition, there will be responsibility to line manage the three service leads. Therefore, the successful candidate will need strong skills in leadership, networking, negotiating and nurturing relationships.

You will have experience of supporting a marketing or communications function either within a commercial or third sector environment, along with experience of generating unrestricted income through sold products or services.

You will have a working knowledge of Lancashire, its private sector businesses, and both statutory and voluntary sector services across the county. As such, you will build relationships and networks with a range of services across Lancashire. The successful candidate will therefore have excellent communication skills.

Due to the varied workload of this role, working flexibly and autonomously, along with a proactive, positive attitude, is crucial.

Above all, we want someone who believes in our vision of a Lancashire where everyone has the opportunity, to have the best mental health and wellbeing possible.

Job description

Job title: Head of External Relations

Hours: A minimum of 28 hours up to 35 hours (full-time)

Contract: Permanent

Salary: £38,961 - £44,522 – salary based on a 35-hour working week (pro rata based on hours agreed). Salary offered commensurate on experience.

Responsible to: Chief Executive Officer

Responsible for: Marketing Manager, Relationship and New Business Manager, Training and Workplace Wellbeing Manager

Location: Based at our Head Office in Chorley but with a mixture of home and office working, supplemented by work in the community and meetings across Lancashire. Expectation to be office based 2 days per week as a minimum.

Overview

In this exciting and challenging role, the Head of External Relations will be a part of Lancashire Mind's Senior Management Team and will be pivotal to the ongoing growth and sustainability of the charity. The successful candidate will need to be commercially astute, as the role will focus on building and maintaining relationships and growing the reach of our external communications.

The role will lead the development of our sold services to maximise paid income for the organisation. The postholder will work closely with the Chief Executive Officer, the Relationships and New Business Manager and others, to develop relationships within the private, statutory and third sectors. You will actively seek and support new partnerships and opportunities and translate these into financially viable initiatives, supported by robust business plans.

This role will also oversee the marketing and communication core functions within the organisation. In doing so, there is an expectation that our reputation and influencing will be enhanced, thus further developing awareness, relationships and income streams.

As an influential leader, you will use your senior experience and project management expertise to realise the potential of the sold services and offer wider strategic support across the organisation. You will have a responsibility to drive growth, impact and best practice, whilst embedding learning into the wider organisation.

You will be a natural leader, with senior experience of leading teams and will use your experience to continue to develop, motivate and support your direct reports. The ideal candidate will bring a calmness, underwritten with a clarity of purpose and direction to our work, ensuring a sharp focus on implementing Lancashire Minds strategic objectives.

This is a highly rewarding role for a capable professional – who has achieved much in their career to date, and who is ready to make a real difference, driving continuous development in an innovative, supportive and forward-thinking organisation.

Main duties and responsibilities:

Line Management responsibilities

- Lead the External Relations department, providing supportive and motivating leadership and line management to staff and volunteers.
- Line manage, and work closely with the Training service, to ensure Lancashire Mind's training offer is fit-for-purpose and is being effectively promoted and purchased county-wide.
- Offer quality line management and inspirational leadership to the Relationships and New Business Manager, Marketing Manager and the Workplace Wellbeing and Training Lead (along with their respective teams and any new roles as the organisation progresses).
- Lead the External Relations team and work with the Senior Management team to deliver Lancashire Mind's strategic priorities.
- Ensure all staff are managed and developed within the performance management system, engaging and contributing towards wider Human Resource and people related discussions.

Leadership Responsibilities

- Make positive contributions towards senior management meetings and wider topics impacting the organisation. Taking shared responsibility as a senior leader for delivering Lancashire Mind's strategic objectives.
- Work closely with the Chief Executive, and other members of SMT to support funding bids and tenders for new services.
- Liaise with the Chief Executive, Board and Subcommittees to ensure a joined-up approach to the development of services, providing assurance against the organisation's strategic objectives.
- Maintain a knowledge of Lancashire's diverse communities and the barriers they may face to maintaining positive mental health and wellbeing.
- Manage the strategic impact of new opportunities, including considering the structure of the External Relations team and potential new roles/teams of staff.
- Contribute to financial planning and budgetary strategies to diversify income generated.
- Ensure visible and effective leadership is provided.
- Provide a critical voice of reason to challenge decision making.
- Develop and build a culture which underpins the values: Real, Bold, Caring, Open.

Sold Services and Relationship Management responsibilities

- Work alongside the Senior Management Team to build key strategic relationships with a range of stakeholders (including deputising for the CEO as required).
- Manage performance to ensure we are exceeding income targets related to sold services. Initially, the key focuses will be on developing the following services/packages (some of which will sit under other senior managers and their respective teams):
 - children and young people packages (predominantly focused on school/family buy-in)
 - training packages (predominantly focused on private and third sector business buy-in)
 - wellbeing coaching and therapeutic packages (a mixed focus on individuals and private/third sector business buy-in)
 - there is also an intention to develop new innovative offers that overlap several of the aforementioned areas and to create new packages as and when the charity develops.
- Utilise a working knowledge of Lancashire, its private sector businesses, and both statutory and voluntary sector services across the county to increase revenue from sold services.
- Advance a working knowledge of the clinical health sector, understanding Lancashire Mind's role around mental health within the wider system.

- Build relationships and networks with a range of stakeholders across Lancashire to influence and increase partnership working.

Marketing and Communications responsibilities

- Oversee the organisation's marketing and communications function to ensure we maximise our presence, both online and across other appropriate media platforms.
- Work closely with colleagues within fundraising to tell the story of our donors and those supported by funds raised.
- Work with colleagues to identify opportunities to develop sold services into new and attractive packages, ensuring any marketing collateral is of the highest quality.
- Drive a culture of storytelling, to share the amazing work that is taking place, for the betterment of the service and the people within it. Ensuring these stories are also used for the wider benefit of Lancashire Mind.
- Develop our communications offer to enhance functions, such as our photography and videography output.
- Act as the main point of contact for external media enquiries.

Other responsibilities

- Understand and implement key policies and procedures across projects, such as safeguarding, health and safety and GDPR compliance.
- Understand and implement Lancashire Mind's policies and procedures, including key policies such as lone working and information governance.
- Attend internal and external meetings and training, as and when necessary.
- Undertake flexible working hours, including weekend and evening work when required (where possible, working hours don't go above the contracted hours but this is sometimes unavoidable so we operate a time off in lieu (TOIL) policy, this allows any time owed to be taken back at a later date).
- Travel across Lancashire (travel expenses reimbursed, except for usual commute to and from work).
- Undertake other duties, as and when deemed necessary.

Please note: Lancashire Mind follows Safer Recruitment practices and have a commitment to safeguarding people who use our services. Therefore, this role is subject to an enhanced Disclosure and Barring Service (DBS) check so all applicants must be willing to undergo the check. If invited to interview, we will ask you to provide evidence of your qualifications and right to work in the UK.



Person specification

We only consider inviting to interview people who show that they possess the required experience, skills and personal attributes, as outlined in the table below. **When completing your suitability statement, please use examples from your professional and personal life to illustrate how you fulfil all the criteria to be assessed at application stage only (A).**

Lancashire Mind is committed to fighting racism and other forms of oppression. We want to be a great employer for all our staff, regardless of their background or characteristics. We recognise that not everyone is the same and that different people will require different support to fulfil their potential. We want to ensure Lancashire becomes a place of greater equity and inclusion. One thing we can do to work towards that goal is to ensure that our staff team is representative of the diverse communities across Lancashire, and particularly those communities we know face mental health inequalities. We particularly encourage applications from those communities and from anyone with experience of living with a mental health condition.

	Criteria	Assessed at application (A) or interview (I)
Knowledge and experience	1. Significant leadership and management experience in a substantial organisation, preferably in (or with close synergy to) the charitable sector	A and I
	2. Experience of developing sold services and a track record of gaining buy-in from a range of strategic and operational stakeholders	A and I
	3. Proven track record of developing and maintaining strategic relationships and cross sector partnerships	A and I
	4. An understanding of the population of Lancashire and the needs of different communities, in particular those who may be at higher risk of experiencing poor mental health and why	I
	5. Excellent motivational and people development skills, including a high level of emotional intelligence	A and I
	6. Advanced knowledge of safeguarding, professional boundaries, confidentiality and data protection	A
	7. A proven track record of securing strategic growth and building financial sustainability through strategic planning, business development, income generation and financial management	A and I
	1. Adaptable and agile communicator in a range of situations and across different media, with a range of	I

Skills, abilities and competencies	stakeholders including staff, volunteers, trustees, the wider public, sector leaders, strategic decision makers and policy makers.	
	2. Financially literate with the ability to think strategically, analyse complex budgets and forecasts and make decisions based on analysis	I
	3. Ability to effectively monitor and evaluate services, capture evidence to demonstrate outcomes/outputs and use storytelling to bring impact to life	A and I
	4. Have exceptional attention to detail, with the ability to review and write strategic reports for key stakeholders and funders	A
	5. Ability to manage conflicting demands and pressures and to successfully support others to do the same, being flexible and adaptable in a fast-moving environment	A
	6. Excellent IT skills (Microsoft Office 365, including Excel) and the ability to support the development of new software packages, with a particular focus on data management/CRM systems	I
Personal attributes	1. A leader, who values people and their contributions and is committed to engaging and empowering others.	A
	2. An inspiration, who is passionately committed to promoting mental wellbeing for all, including the internal team.	A
	3. A demonstrable personal commitment to equality, diversity and inclusion; and challenging discrimination	I
	4. A resilient problem solver and decision maker who has sound judgement and is prepared to take risks where required to help drive Lancashire Minds strategic goals.	A
	5. Takes accountability and holds others to account.	I

To apply

If you would like to discuss the job before applying, contact David Dunwell, Chief Executive Officer, daviddunwell@lancashiremind.org.uk

Applications must be submitted using a Lancashire Mind job application form, which can be downloaded from our website www.lancashiremind.org.uk/recruitment or requested by emailing admin@lancashiremind.org.uk

The deadline for applications is 12noon (midday) on 19th August 2024.

Email your completed application form to admin@lancashiremind.org.uk. Please do not convert your form to a PDF, otherwise it will not be possible for us to remove the identifying information before sending your application to the recruitment panel.

Late applications will not be accepted. Those who do not adequately demonstrate how they fulfil the criteria required at application stage, will not be considered for shortlisting.

Interviews for this post are scheduled to take place on Friday 6th September 2024, please keep this date free.

We intend to notify successful candidates invited to interview by midday on the 21st August 2024. Interviews will be held in-person at a location to be confirmed in Central Lancashire.

If you have not heard from us by two weeks after the deadline, please assume that you have not been shortlisted on this occasion. The organisation regrets that it cannot provide feedback to unsuccessful applicants at the shortlisting stage.

If you have any questions about the application process or require support with the process, please contact our Operations Team on 01257 231660, or admin@lancashiremind.org.uk.

What to expect at interview

Shortlisted applicants will be invited to attend an interview, which will usually take place at the Lancashire Mind office in Chorley. Occasionally, they are held at other venues in Lancashire or virtually via Microsoft Teams. Details of the venue and times will be included within the email invite. You can expect the following if you are attending an interview:

- All interviews include a task and set of questions asked by a panel of three/four people.
- Some interviews include a presentation, which will need to be prepared in advance of the interview. Where a presentation is required, we provide a minimum of 5 days' notice to allow time for preparation. We recommend applicants pencil time into their diary for preparing a presentation, in the event they are shortlisted.
- For senior roles, some assessment centres may include an additional blind task. If this applies, you will be notified of this at the point of invite to interview.
- We allow 30 minutes for candidates to read the panel questions and make notes, which can be referred to during the interview.
- The panel interview will usually consist of between 6 and 8 questions and usually takes around 30 to 45 minutes.
- We aim to support people to feel as comfortable as possible at interview and are happy for you to ask for clarification on any of the questions asked by the panel, as well as taking a few moments to think about a question before answering.
- Once the panel have asked their questions, candidates can ask questions about the job and/or Lancashire Mind.
- We can adapt the interview process for individuals where required. There is space on the job application form to request reasonable adjustments.

Lancashire Mind

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