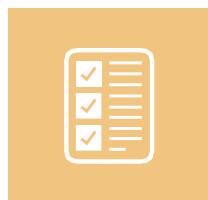


PR & Media Manager



Permanent  
Full-time  
Location - London



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

This is a fantastic opportunity to join a growing organisation with an urgent and vital mission of prevention and promotion in mental health. For 70 years, we have been pushing forward the frontiers in our understanding of mental health. Interest has never been greater, and we have huge opportunities to make strides towards our vision of good mental health for all.

To achieve our vision, we are delivering our strategy, Making Prevention Happen. We have the financial resources to achieve a transformation in our reach and impact. To do that, we need to build an organisation that lives its values and has a strong and diverse team that is dynamic and committed to working together.

We work to manage and prevent mental health problems. More resources are being dedicated to services and treatment which we welcome but the prevention of poor mental health now stands as one of the defining social issues of our time.

There is much more to do, and we are looking for an exceptional Communications and Media 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



**Mark Rowland, CEO**





# WHO WE ARE

Our vision is good mental health for all.  
The Mental Health Foundation works to prevent mental health problems. We will drive change towards a mentally healthy society for all, and support communities, families and individuals to live mentally healthier lives, with a particular focus on those at greatest risk. The Foundation is the home of Mental Health Awareness Week.

## Making Prevention Happen

Since 1949, the Mental Health Foundation has been the UK's leading charity for everyone's mental health. With prevention at the heart of what we do, we aim to find and address the sources of mental health problems so that people and communities can thrive.

The Foundation aims to promote good mental health for all through research, policy, innovation, and campaigning.

## Our values:

**Side by Side**

**Walking our Talk**

**Determined Pioneers**

**Making a Difference**

## Our approach:

### **Tell the world**

We publish studies and reports on what protects mental health and the causes of poor mental health and how to tackle them.

### **Find solutions**

We test and evaluate the best approaches to improving mental health in communities and then roll them out as widely as possible.

### **Inform and empower**

We give advice to millions of people on mental health. We are most well-known for running Mental Health Awareness Week across the UK each year. We enable mentally healthier lives through public information and engagement.

### **Change policy and practice**

We propose solutions and campaign for change to address the underlying cause of poor mental health.

### **Build a strong Foundation**

We aim to become an exemplar employer and build an organisation that is financially sustainable and thriving



## ABOUT THE ROLE

<b>Place of work:</b>	Hybrid working remotely and at least two days per week at the London office: 197 Long Lane, London, SE1 4PD
<b>Grade:</b>	Grade C, Level 2 Scale points 5 - 8
<b>Salary:</b>	Starting at £36,724 rising to £40,755 plus £3285 London weighting
<b>Contract type:</b>	2 years Fixed Term
<b>Hours:</b>	Full time - 35 hours per week (reduced to 32 hours as we trial an adjusted work week until March '25)
<b>Department:</b>	Fundraising and Communications
<b>Reports to:</b>	Senior PR and Media Manager
<b>Responsible for:</b>	n/a
<b>Budget responsibility:</b>	n/a

### Job purpose:

- To increase the Foundation's profile and strengthen our brand presence and ability to influence decision makers by engaging public audiences and professional stakeholders through media and other communication channels, positioning us as the leading prevention mental health charity in the UK.
- To provide expert external communications support to teams across the Foundation, particularly London-based policy and research teams.



# JOB DESCRIPTION

## Principal responsibilities

- To make an important contribution to the direction and effectiveness of communications as part of the UK team.
- To deliver key communications projects, particularly related to our policy and research work, in a coordinated and strategic way.
- To help manage the press email inbox and respond quickly and effectively to enquiries from media.
- To review and develop effective communication tools to engage with general public and stakeholders.
- To support the development and delivery of campaigns like Mental Health Awareness Week and World Mental Health Day.
- To provide communications support to our research, policy and public affairs, and programmes work.
- To act as an organisational spokesperson when required.
- To develop and maintain relationships with key journalists and media across the UK and help maintain an up-to-date database of contacts.
- To work with and support people who are sharing their personal experiences for media stories or other communications.
- To support the development and maintenance of strong external relationships in the field of mental health and social justice including a database of contacts.
- To support fundraising and engagement with the Foundation's supporters across the UK.
- To support the digital team to ensure that the Foundation's public information is kept accurate and up to date on our websites and social channels, in publications and events.
- To support colleagues across the UK and the digital team to ensure that the Foundation's verbal, online and printed publications carry its core messages and values.

## 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 communications project work and ensure they deliver timely, high quality and cost-effective work.
- Be a source of expert communications support to senior management colleagues and organisational spokespeople.

## General

- To promote and support the achievement of the Foundation's mission, goals, and values.
- To support the strategic aims of the organisation.
- To act as a positive ambassador for the Foundation in all opportunities.
- To maintain a high standard of integrity in professional, personnel, and financial matters, maintaining good relations 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.
- To engage in learning and development activities appropriate to the role.
- To have due regard to safeguarding and 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	<ul style="list-style-type: none"><li>• Knowledge of the media in UK, its audiences and influence.</li><li>• Knowledge of appropriate ways to seek the views and knowledge of stakeholder groups, including people with lived experience.</li><li>• Knowledge of running effective communications, public engagement, and campaigns.</li><li>• Interest in mental health, public health, and social justice.</li></ul>	<ul style="list-style-type: none"><li>• Qualification or evidence of relevant professional development training in communications, media, or PR.</li></ul>
Skills and abilities	<ul style="list-style-type: none"><li>• Demonstrable communications skills to a diverse range of audiences.</li><li>• Proven writing and editorial skills, capable of delivering attractive and concise copy for a range of communications channels.</li><li>• Evidenced planning and organisational skills including project planning, costing, prioritisation, and time management.</li><li>• Proven intellectual and critical analysis skills.</li><li>• Experience working with and supporting people who are sharing their lived experiences in media or other communications.</li><li>• Demonstrable ability to develop a wide range of contacts in the external environment and to work in partnership with other organisations.</li></ul>	<ul style="list-style-type: none"><li>• Budget management</li></ul>

	<ul style="list-style-type: none"> <li>• Ability to manage own workload and prioritise activities.</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Generating high quality media coverage for an organisation.</li> <li>• Demonstrable experience of developing and implementing communications projects and plans in a commercial, public or not for profit environment.</li> <li>• Proven experience of developing and maintaining strong partnerships.</li> <li>• Evidenced experience of writing credibly for different audiences.</li> <li>• Demonstrable experience of working across digital platforms</li> </ul>	
<b>MHF requirements</b>	<ul style="list-style-type: none"> <li>• A commitment to working in accordance with the Foundation's values and essential principles as laid out in the Foundation's strategy.</li> <li>• Committed to equality, diversity and inclusivity, as well as the Foundation's aims.</li> <li>• Self-sufficient in the use of information and communications technology.</li> <li>• Ability to self-manage a full and varied workload.</li> </ul>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>



## **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