

## Money and Mental Health Policy Institute

### About us

People with mental health problems are three times as likely to be in problem debt: we're here to change that. Money and Mental Health is an independent research charity, committed to breaking the link between financial difficulty and mental health problems. We conduct research, develop practical policy solutions and work in partnership with both those providing services and those using them to find what really works. Set up by Martin Lewis, of MoneySavingExpert in spring 2016, we are a small dynamic organisation that works flexibly and intensively across a range of policy areas. During our two years we have worked tirelessly to drive our research into both headlines and boardrooms, and are excited about the latest addition to the team.

### Job Description: Head of External Affairs

We are looking for an ambitious, enthusiastic and talented person to form a key part of our Senior Management Team. This is a vital role for the organisation, taking our research and using it to create real impact with, and for, people with experience of mental health problems.

The successful candidate will be able to demonstrate a real passion for the issues on which the Institute works. They will be an experienced communications professional, with the drive and entrepreneurial flair needed in a fast-paced organisation at this early stage of its development. They must have the intellectual curiosity to value being involved in world-class research and policy making, and the skills to create compelling narratives out of complex research. The successful candidate will enjoy working as part of a dedicated team and will have the opportunity to experience many aspects of the Institute's work and contribute to the future development of the organisation overall.

Objectives of post:

- Delivering real-world impact from the Institute's research using a wide range of tools including:
  - Securing regular media coverage for the Institute
  - Leading a successful events programme
  - Running high profile campaigns
  - Managing effective public affairs activity
  - Sustaining and developing the Institute's trusted brand
  - Generating authoritative and engaging digital content
- Developing effective relationships and partnerships with external organisations, including those able to fund the Institute's work

This is a diverse role, and will include:

#### Partnerships and impact

- Refreshing and implementing an influencing strategy for the Institute, making effective use of limited resources
- Planning and delivering impactful campaigns to deliver real change using the Institute's research
- Proactively building and maintaining successful working relationships across a range of sectors, particularly with politicians, journalists and potential partners in mental health and debt advice
- Working with the Head of Research and Policy to develop proposals for research funded by external and partner organisations
- Working with the Senior Management Team to secure external funding for the Institute and promote its growth and development

#### Communications and events

- Managing the communications strategy and events programme for the Institute
- Securing targeted media coverage for the Institute's work, building the charity's profile and helping to deliver our influencing objectives
- Representing the organisation at the Institute's own and external events
- Building the Institute's digital presence, producing and targeting effective content
- Refreshing the Institute's website, with the support of external contractors

#### Management

- Managing a communications and events officer and an external affairs intern, with a focus on professional development
- Managing the events and communications budget
- Forming a key part of the Senior Management Team, supporting with the development of a new organisational strategy and internal systems and processes.

#### Essential characteristics:

- Progressively responsible experience in a relevant position or sector, including demonstrable record of achieving impact in external affairs and/or communications
- Excellent political insight, with sound judgement and a good working knowledge of the UK political system and stakeholders
- Skilled at engaging with people from diverse backgrounds, with a high level of emotional intelligence and empathy for those in difficulty circumstances
- Ability to manage complex competing programmes of work

- Ability to construct compelling narratives and high-quality content based on complex research, analysis and/or opinion
- Excellent communication skills, able to communicate and build credible, influential relationships with internal and external stakeholders at all levels
- Familiar with the essential services and/or mental health sectors; or with a demonstrable passion for work in these sectors
- Demonstrable skills in digital communication, with the ability to support with both hands-on website and content development and strategy (our site is created using Wordpress)
- Experience of developing successful funding bids and/or experience of business development and entrepreneurship
- Strong networks in one or more of media, mental health, essential services, or central government
- Experience recruiting, managing and developing the potential of staff.

Reporting to: Director

Staff supervised: Communications and Events Officer, External Affairs Intern

### Terms and Conditions

- Salary: £57k
- Location: Central London office
- Hours: 37.5 hrs per week
- Contract type: permanent with a three-month probation period
- Holidays: 25 days p.a. plus bank holidays (but including 3 days of annual leave between Christmas and New Year when the office will be closed).
- Pension: opportunity to be enrolled in the work pension scheme (subject to meeting standard auto-enrollment qualifying criteria)

We operate a flexible working culture. Within reason, and upon agreement from management, employees are free to distribute their working hours across the week as they see fit and to work from home. We are an equal opportunities employer and welcome applications from all, including those with lived experience of mental health problems and other under-represented groups. Job shares will be considered, and we are happy to discuss any reasonable adjustments individuals may require in the recruitment process or once in post.

### How to apply

If you are interested in this position please apply by email to [contact@moneyandmentalhealth.org](mailto:contact@moneyandmentalhealth.org) by midnight on 29 July. Please send:

- a CV (no more than two sides of A4 in no smaller than size 11 font), including two references - references will not be contacted without prior permission
- a covering letter (no more than two sides of A4 in no smaller than size 11 font)
- [an equality and diversity monitoring form](#)

*Please ensure that all documents are sent in pdf format. Documents in another format will not be accepted.*

*The [equality and diversity monitoring form](#) is voluntary and will be immediately separated from your application; this will not be reviewed as part of the application process. Please do not put your name or any personally identifying information on this form.*

*If you wish to request any reasonable adjustments to be made to the recruitment process, please do so separately from this form.*