

**Senior Celebrity & Ambassador Officer**

# **SOJINI GANG YOUNG**



# What's the problem?

**1 in 6** children and young people aged 5-16 suffer from a diagnosable mental health disorder - that's around 5 in every class.

**Half** of all mental health problems manifest by the age of 14, with **75%** by age 24.

**3 in 4** children with a diagnosable mental health condition do not get access to the support that they need.

Nearly **half** of 17-19 year olds with a diagnosable mental health disorder has self-harmed or attempted suicide at some point.

But we believe things can get better.



## Who we are

We are leading the movement to make sure every young person gets the mental health support they need, when they need it, no matter what.

We provide young people with tools to look after their mental health. We empower adults to be the best support they can be to the young people in their lives. And we amplify young voices to change the world we live in.

### **Our purpose:**

To stop young people's mental health reaching crisis point

### **Our vision:**

A world where no young person feels alone with their mental health

### **Our mission:**

To make sure all young people can get the mental health support they need, when they need it, no matter what

## Our goals

To keep ourselves focused and on track, we've set out three strategic aims:

1. Helping young people to look after their own mental health
2. Making sure young people have adults around them who can really help
3. Building a youth-led movement to make sure support is there for any one who needs it



## Helping young people to look after their own mental health

We will provide young people with reassurance and advice to help them make positive choices for their mental health and know what to do next if they are struggling.

## Making sure young people have adults around them who can really help

Whenever a young person opens up about their mental health to an adult they trust, we want them to find someone who really gets it and can respond positively.

## Building a youth-led movement to make sure support is there for anyone who needs it

By building a movement for change, through which young people can create the societal changes they want to see, we know that far more young people will get the support they need.

“I’m proud that YoungMinds genuinely uses the voice of young people to guide their approach as a charity and change the misconceptions around mental health.”

**Alex, YoungMinds Youth Panel**



## Where we work:

YoungMinds is based close to London Bridge in Central London, although as an organisation, we are active all over the UK.

Our address is: 4th Floor India House, 45 Curlew St, London, SE1 2ND.

We are well served by public transport links: - local mainline stations are London Bridge and Waterloo. The nearest London Underground stations are London Bridge (Jubilee Line) and Borough (Northern Line).

## When we work:

Standard Office hours are 9.30am – 5.30pm, with a one hour unpaid lunch break.

Some of our employees work non-standard hours - we have a number of part-time staff, and some of our team work on a sessional basis.

YoungMinds recognises the importance of helping its employees balance their work and home life and so we have a Flexible Working Policy in place. Any employee can make a request for flexible working. Whilst we cannot guarantee to accommodate a flexible working application, we do guarantee that we will carefully consider any request made.

## Equal opportunities:

YoungMinds is fully committed to eliminating discrimination and promoting equality and diversity in our workforce and employment practices, in the work we undertake, and in the provision of all our services.

We therefore expect all of YoungMinds staff to be willing and able to make a positive contribution to the promotion and implementation of YoungMinds' Equality and Diversity policy.

## Safeguarding:

YoungMinds is committed to safeguarding and promoting the welfare of children and young people and we therefore expect all staff and volunteers to do the same. We ask all staff to undertake safeguarding training when they join us.



## Pre-employment checks:

Due to the nature of the work we do, before starting with YoungMinds, the following checks are carried out:

**Reference check:** All job offers are conditional on the receipt of satisfactory references.

**DBS check:** We ask our employees to complete an Disclosure and Barring Service (Criminal Records Bureau) Check. This role will be eligible for a Basic DBS check

**NB:** A previous conviction will not necessarily prevent you from joining YoungMinds. YoungMinds is committed to treating all applicants and employees fairly.

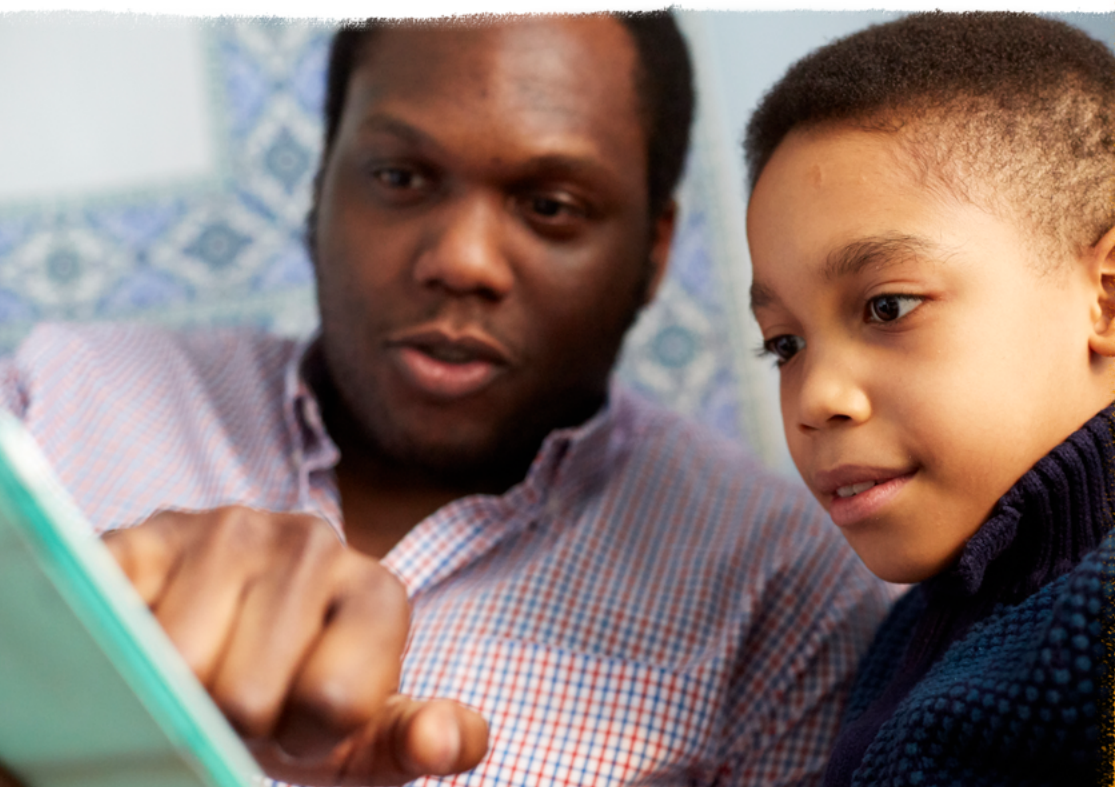
**Identity check:** We are also obliged to confirm your identity and obtain proof of your right to work in the UK.

## When you join:

All new staff benefit from a full induction with both the People and Culture department and their team, as well as our core training programme, ongoing support and personal development

## Probationary period:

All our posts are subject to an initial probationary period. This varies according to the length and type of the contract.



We offer our staff a wide range of health, wellbeing, lifestyle and financial benefits to ensure that we fully support all staff.

# Benefits

Benefit	Full Time	Part Time	Zero Hour
Holiday - 25 days plus 8 bank holidays and 3 days off for Christmas closure (pro-rated for part time) + an extra 2 days after 3 years' service	Y	Pro-rated	Pro-rated
Employee Assistance Programme	Y	Y	Y
Monthly office activities such as Lunch and Learn, Crafty Tuesday's and Book Club	Y	Y	Y
Pension - Employer 5% with minimum employee contribution at 3%. Subject to terms and conditions, pension contributions will begin automatically	Y	If minimum requirements met	If minimum requirements met
Cycle to work Scheme	Y	Y	Y
Travel loan (Available on completed probation)	Y	Y	N
25% off Osteopathy appointments at the British School of Osteopathy	Y	Y	Y
Commitment to continued professional development	Y	Y	If earning enough to be deductible
Access to Corporate Membership Prices for TasteCard	Y	Y	Y
Weekly fruit baskets in the office kitchens	Y	Y	Y
Free yearly eye test and money towards your glasses	Y	Y	Y
Discounts at local cafe's incl. 10% off at Absolutely Starving	Y	Y	Y



# Completing a YoungMinds employee application form

If you have any questions about completing the application form / the application process, please contact the People and Culture team (at [recruitment@youngminds.org.uk](mailto:recruitment@youngminds.org.uk)).

We strongly recommend you look through the YoungMinds website before starting the application form. You may either type or write in black pen to complete your application form.

## Personal details and availability

Fill out this section making sure all details are correct.

## Education and qualifications

Ensure to include all relevant qualifications and level achieved.

## IT skills

Please provide details as requested.

## Training

Please give details of any training courses you have completed.

## Professional bodies

Please state whether you are a member of any professional bodies, indicating your level of membership and qualification.

## Eligibility to work in the United Kingdom

You must be eligible to work in the UK. We are currently unable to support visa applications.

## Employment history

Please start with your current or most recent employer and give a brief description of your main responsibilities of that role. These descriptions do not have to be very long as you will have an opportunity to expand on certain aspects in the Statement of Suitability section.

Please list all previous positions of employment and ensure you account for any gaps in your employment history.

## Statement of suitability

Outline all relevant skills, experience and training appropriate to this post. As we shortlist against the criteria you should relate your application to the requirements set out in the person specification (providing examples).

# Completing the application form



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## Referees

Always ask your referees permission before giving their contact details for your application.

Your referees should be your current or previous line manager, academic tutor or a volunteer manager if applicable. Do not give details of family, friends or colleagues.

We reserve the right to request to approach any previous employer if deemed necessary.

Referees will only be contacted after an offer has been made. We will confirm this with you before we approach your referees. If there is a problem with this then please contact us.

Completing the application form



# YOUNGMINDS

## JOB DESCRIPTION

<b>Job title:</b> Senior Celebrity and Ambassador Officer	<b>Salary:</b> £ 36,712.00 - £40,791.00
<b>Hours:</b> Full time (35 hours)	<b>Based at:</b> London Bridge (Hybrid)
<b>Reports to:</b> Head of External Affairs	<b>Number of direct reports:</b> 0
<b>Status:</b> 12-month fixed term contract	

### Key relationships:

As the Celebrity and Ambassador Senior Officer, you will be part of the external affairs team and be responsible for the organisation's work with celebrities, influencers, and other talent.

You will maintain relationships with celebrities, influencers, and talent agents, building trust and confidence in YoungMinds. Internally, you will work closely with the wider external affairs team, which includes the media, campaigns, public affairs, the social media team, and fundraising teams. You will develop good working relationships with the youth engagement, fundraising and communications teams, as well as to develop relationships across the organisation as necessary to offer expertise and direction.

### Job purpose:

A core part of YoungMinds' current five year strategy is to ensure that we increase our influence as a campaigning force for change, engaging young people in their thousands to ensure their voices are heard so that they have better access to mental health services and have a stronger voice in the things that impact their mental health.

This role will build on YoungMinds' voice in the media, online and with decision makers. A dedicated celebrity and ambassador function helps us maintain mutually beneficial relationships with ambassadors, celebrities, influencers, activists and their agents and managers. This would be in service of our mission, furthering the delivery of our three strategic programmes so that we can move towards a future where all young people can get the mental health support they need, when they need it, no matter what.

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The celebrity and ambassadors' function will help to raise awareness of YoungMinds' brand, young people's mental health and the support we offer. It will also support the mobilisation of young people to become active storytellers and campaigners and benefit our fundraising.

## Key Responsibilities:

- Implementation of YoungMinds' Celebrity and Ambassadors strategy.
- Lead on the stewardship of a diverse group of celebrities, influencers, activists and Ambassadors who help YoungMinds reach and engage our priority audiences.
- Work closely with the rest of the external affairs team to work on projects and moments that support our campaigning priorities, preparing celebrities, ambassadors and other talent for media interviews, high profile public affairs moments and providing them with full pre and post briefings.
- Work closely with the social media team to use the influencers we work with's channels to help mobilise large numbers of young people to support our campaigning priorities, help give them a voice and inspire them to take political and community action
- Be responsible for nurturing and maintaining talent relationships, including creating and delivering bespoke and standardised communications, and engineering meaningful engagement opportunities, so that they are knowledgeable and passionate about YoungMinds' work.
- Prioritise and manage internal and stakeholder opportunities and requests for talent involvement, managing expectations, negotiating and making approaches to agreed talent when appropriate and develop relationships with existing talent in order to maximise relevant opportunities.



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- Proactively flag risk and reputation management issues regarding our talent partnerships, conducting due diligence and making judgements about who we engage, ensuring that our high-profile supporters represent and adhere to Young Mind's values, including our AJEDI action plan.
- Pitch projects, events and campaigns to talent and their agents
- Work with fundraising colleagues to contribute to support fundraising and income generation through talent fronted activities and campaigns.
- Deliver quarterly and annual reports to the wider communications and campaigns directorate and monitor and evaluate the work YoungMinds is delivering through its celebrity and ambassador programme and make proposals to adjust the programme accordingly.

## General:

- Maintain and observe an appropriate level of confidentiality at all times.
- Form effective working relationships with all staff members, volunteers, and relevant external organisations.
- Work in accordance with YoungMinds' vision, mission and values and all policies and procedures.
- Champion the voice of young people and the value of their lived experience to deliver change, actively seeking to increase their involvement in the organisations and your team's work.
- Work in accordance with the organisation's vision, mission and values and all policies and procedures, and in particular to actively work to support the organisation's commitment to its anti-racism, justice, equity, diversity, and inclusion (AJEDI) values.
- Contribute to the culture of YoungMinds by joining in our events and activities and supporting our fundraising.
- Ensure a privacy-led approach to data, ensuring individual and team requirements for responsible management of data.
- Prepare for and attend supervision and appraisal meetings with your line manager.
- Other duties that may from time to time be necessary, compatible with the nature and grade of this post.
- Support a culture of care for staff, volunteers, and the young people we work with, including appropriate responsibility, safeguarding, and following the organisation's policy and procedures at all times.
- Contribute to the culture of YoungMinds as a place where kindness and compassion for each other are key, and all colleagues are celebrated and encouraged to be themselves.

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## PERSON SPECIFICATION

CRITERIA	To be assessed via application	To be assessed at interview
<b>Experience</b>		
Experience of identifying and working directly with relevant celebrities, talent and their representatives, building mutually beneficial relationships, pitching ideas to agents and securing support	X	
Experience of working with high-level external stakeholders	X	
Demonstrable experience in proactively identifying projects and opportunities that best utilise talent to reach our target audiences		X
<b>Skills and abilities</b>		
Briefing and preparing people for media events and set pieces such as service visits and interviews	X	
Able to work across a number of different departments or teams, ensuring they are aligned and working towards the same goals	X	
<b>Knowledge and understanding</b>		
Knowledge of managing reputational risk relating to talent		X
Knowledge and understanding of social media channels and key trends		X
Understanding of our priority audiences, how they consume different media and the challenges of reaching some of those audiences		X
Understanding of YoungMinds' Vision, Mission and Values and the organisation's commitment to its anti-racism, justice, equity, diversity and inclusion (AJEDI) work	X	X
<b>Other</b>		

This role requires occasional travel to meetings within the UK as well as the ability and willingness to work flexibly and remotely for events and other meetings. This includes occasional evenings and weekend working for which notice and Time off in Lieu (TOIL) will be provided	X	
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