



Welcome to the McPin Foundation

Thank you for your interest in our organisation and this Senior Digital Communications Co-ordinator (UKRI networks programme) role. It is a full-time position, with the post tied to a specific research grant: Mental Health Networks Impact and Engagement Coordinator funded by the UKRI (UK Research Councils) for three days. The other two days will be spent as a member of the McPin communications team.

About us

The McPin Foundation exists to transform mental health research by placing people affected by mental health problems at its centre. Each of our employees is vital to us in delivering our mission, which is to 'champion experts by experience in research so that people's mental health is improved in communities everywhere'.

Our Vision

A world where the value of expertise based upon experience is recognised and is at the heart of all stages of mental health research

Our Core Values

We passionately believe involving people directly affected by mental health problems improves research

We are driven to produce work of the highest quality

We are inclusive and listen to all opinions and perspectives

We collaborate with others to deliver our mission

We care about the wellbeing of everyone connected with us

The post holder will join a busy team at the McPin Foundation, consisting of a team of researchers working on a range of studies, a Public Involvement in Research team, a Communications team and a small Operations team. We have an office in London but all the team are currently working remotely due to Covid-19. We conduct a range of research and evaluation projects, support other people to use expertise from experience in research, and provide support, training and consultancy to the wider mental health sector. Much of our work is conducted in partnership with universities, charities, public sector organisations and NHS and social care professionals.

As the post is part of a specific research grant for part of the role, the holder will work closely with Oxford University and Elaine Fox, Professor of Psychology & Affective Neuroscience who is the project lead, and the rest of the Co-ordination Team. The post holder will be project managed by

Elaine Fox but line managed by Jessica Bond, the Communications Manager. As well as regular supervisions, wellbeing support includes access to a pool of mentors, an Employee Assistance Programme, reflective practice sessions and regular McPin team meetings, now conducted via Zoom.

You can find more information on the [project website](#) and more about us at www.mcpin.org.



Job Description	
Job Title: Senior Digital Communications Co-ordinator (UKRI networks programme)	Prepared by: Vanessa Pinfold / Jessica Bond
Location: Working remotely	Closing Date: Monday 7 th December, 9 am Interview Date: Tuesday 15 th December 2020
Terms and conditions Hours: 37.5 hours per week Salary FTE: £31,500 per annum Holidays FTE: 25 days plus 8 public holidays and 3 additional days at Christmas Employment status: Fixed Term for 2 Years Probationary period: 6 months Notice period: 8 weeks The post holder will be required to have enhanced DBS check.	
<u>About the job</u> This is an exciting and unusual opportunity to help shape a national conversation “ why mental health research matters ” working with a wide range of researchers, community partners and UK research funders. You will join a team that are working with eight independent mental health research networks, helping to create content as part of their legacy plans. You must be motivated at the prospect of working in a truly interdisciplinary way – and willing to engage with the concept of mental health through multiple different lenses. This unique post would suit someone with excellent people skills, who is passionate about mental health, and has good digital communication content skills (shooting, editing and delivering podcasts / webinars / videos on a number of platforms) that have been applied ideally in a mental health context. We are running webinar events, commissioning blogs and supporting the networks to produce content. The successful candidate will have a good understanding of research principles and must be confident and have experience networking with, and mediating between, a range of different stakeholders. Candidates should demonstrate their ambition and willingness to develop in this post and will be expected to help McPin maximise their learning from this project. In addition to working with the networks (3 days a week), the postholder will join the McPin communications team, working with staff to create engaging content from their own research and public involvement studies. They will be able to drive projects forwards and work collaboratively as required. They will take ownership of the projects they are co-ordinating and will be involved in developing communications strategies and campaigns, taking the lead with appropriate support when required. The candidate will be encouraged and supported to draw on personal experiences of managing	

mental health issues within the post). We use the term ‘peer’ to describe a method that requires people to have both the background required for the position but also experience of managing a mental health problem which they also bring to the role. The candidate can decide whether they want this acknowledged in their job title. For more information about our approach to this, please visit our [website](#).

This post will be based at home (with access to our London office). Travel in the UK will be required once Covid-19 restrictions are lifted but this will not be extensive.

Key Responsibilities

- Work with Professor Elaine Fox from the University of Oxford, along with the Networks Coordination Team, to deliver the Mental Health Network Impact and Engagement Coordinator project, which has been funded by UKRI
- Work directly with UKRI networks, primarily by liaising with the coordinators of the eight UKRI funded mental health research networks, building relationships with key staff and understanding their work (they are based in Glasgow, York, Cambridge, London and Oxford).
- Work with other team members, and staff within the eight networks, to plan and deliver a national conversation (or campaign) “why mental health research matters”, drawing upon the interdisciplinary focus of these networks and stakeholder engagement (community organisations and people affected by mental health issues in particular).
- Produce and support others in the networks to develop engaging content based upon research findings, including blogs, videos, podcasts, infographics, tweets, newsletters.
- Work with academics from disciplines not well represented in the networks to encourage them to engage with mental health research.
- Support the delivery of webinar events (roadshows), leading on the content planning and practical organisation of these sessions.
- Provide some administrative support to Elaine Fox and the Networks Co-ordination team (organise and minute team meetings).
- Work with McPin colleagues to identify key messages, devise and co-ordinate communication plans that communicate McPin’s project and thematic work, as well as our wider mission, vision and values to a range of audiences.
- Writing, commissioning, editing and producing engaging and appropriate outputs, drawing on project reports and/or the appropriate literature. Liaising with the McPin team and partners as required to elicit information and synthesise this into material that is accessible to the intended audience.
- Contribute to a critical learning environment within the McPin team, sharing skills with colleagues as required and developing new ways of working. Create reflective content for McPin’s own communication channels.
- Attend and contribute to the McPin team meetings and other organisational activities.
- Represent the McPin Foundation at seminars and meetings, promoting the aims and work of the organisation in line with McPin Foundation mission, vision and values.
- Work within McPin’s principles, policies and procedures at all times.
- Use their own experience of managing mental health problems in their work as appropriate.

The key responsibilities above give a broad outline of the functions of the post, which is a complex and dynamic one. This means that the successful candidate must be able to approach the role in a flexible manner. The post holder will be expected to adapt to changing circumstances and undertake

other duties appropriate to the grade of post as allocated by your Line Manager. The outline of responsibilities may change from time to time.

Competencies

To meet the requirements of this role, the post holder will demonstrate the following competencies in their work:

Quality

You work to SMART goals and clearly defined quality standards, you encourage others to do the same and explain why these things matter. You prioritise and organise your own work and project work effectively. You take responsibility and evaluate the quality of your own work and identify any concerns about quality with managers to manage risks in projects. You offer constructive feedback to colleagues. You suggest way in which policies, procedures and quality standards can be improved.

* SMART goal is defined as one that is specific, measurable, achievable, results-focused, and time- bound

Involving

You improve the impact of our work through the inclusion of expertise from experience, including mental health experiences, and will draw on your own lived experience if appropriate. You seek out opportunities to involve a variety of stakeholders in our work, mindful of our commitment to diversity. You work with others to improve the experience of people who support our project work and those who take part.

Inclusive

You take into account all opinions and perspectives to improve your work. You treat others with respect even when they express views that differ to your own. You challenge bias, prejudice and intolerance and bring it to the attention of a manager. You are conscious of the impact of your own behaviours on others. You are open to giving and receiving constructive feedback and thanking colleagues for their contributions. You act in accordance with our equality and diversity policy.

Collaborative

You collaborate with others to deliver our mission. You offer suggestions and ideas that benefit the team and improve team working. You ensure that your own behaviours towards others contribute to the creation of a climate of trust. You support everyone to work together to achieve McPin's mission. You recognise and resolve tensions and disagreements with colleagues, you seek a positive solution and when appropriate take advice from your manager. You look for development and learning opportunities to support becoming a more effective team member.

Caring

You care for the wellbeing of everyone connected with us. You take responsibility for noticing and supporting workplace wellbeing for those who engaged in project work. You seek positive solutions when concerned about the wellbeing of others, or bring to the attention of the appropriate manager when appropriate.

Leading

You lead projects with some support and can demonstrate effective leadership behaviours consistent with the values of McPin. You devise new ways of working, as needed, which you then put into practice within your project teams. You are able to lead project teams within McPin and to

assume a leadership role in projects that may involve external staff or stakeholders. This involves taking responsibility for strategic decisions within projects with support from other members of McPin staff.

Person Specification

E= Essential D = Desirable

Knowledge

- Good understanding of mental health and the impact of mental health problems on people's lives (E)
- Good understanding of communication strategies, including campaigns, and how to achieve impact (E)
- Good understanding of research methods (E) applied in mental health research context (D)

Skills

- Excellent inter-personal skills. Able to work effectively within a small team and communicate with a wide range of people from different disciplines and levels of seniority, engage stakeholders, and influence plans that maximise the impact of underlying work (E)
- Strong digital production and communication skills – proven ability to produce, shoot and edit videos and podcasts, run webinars, write blogs and create an effective social media campaign across multiple platforms (E)
- Highly organised and efficient, with the ability to manage competing priorities and work to deadlines (E)
- Basic design and editing skills using industry software (e.g. Adobe Premier, Photoshop or similar) (E)
- Understanding of a variety of digital platforms – proven experience of using social media analytical tools to target specific demographics / audiences (E)

Experience

- Personal experience of mental health issues and ability to draw on 'expertise from experience' in a role (E)
- Experience of project management – planning, delivery and dissemination (E), specifically in mental health (D)
- Experience of planning and delivering a campaign (D), specifically focused on mental health (D)
- Experience of making effective videos, podcasts and blogs (E)
- Experience of planning and running a social media campaign and using analytical tools to report on the success of the posts (E)
- Experience of reading and engaging with academic literature and project reports (E)

Qualifications

- Appropriate level of education and qualifications to demonstrate clear ability in skills, knowledge and competency for this post. (E)