



External Affairs and Influencing

Welcome

Hi there,

Thank you for exploring this role.

Maudsley Charity is a grant making charity rooted in south London. Our vision is a world where everyone who experiences mental illness, without exception, has access to the right care and support for them.

We have committed over £40m to mental health care and treatment over the five years to 2029 and have moved to become a more strategic funder, keen to establish ourselves as a thought leader and change maker in the mental health care sector.

From our headquarters in Denmark Hill, we convene important conversations about mental health care and have regular interactions with many of our local partners who use our open and welcoming space.

At the heart of our efforts is a small comms team consisting of a Head of Communications and Engagement, Brand Marketing Manager (part-time), Digital Marketing and Engagement Manager, and a Communications Officer who we share with South London and Maudsley NHS Foundation Trust.

You'll find an entire charity team of passionate and committed people who are supportive and collaborative and want to do the best for the people we serve. We have big ambitions and work hard towards achieving them, but you'll also find a culture where work life balance is considered, and everyone can show up fully as themselves.

We're looking forward to receiving your application,

Lisa Harewood

Head of Communication and Engagement



About Maudsley Charity

Maudsley Charity is a grant-making charity that advances and accelerates positive change in mental health care in south London.

We fund and support key clinical, academic and community partners so that everyone who experiences mental illness, without exception, can access the care that's right for them.

While our roots are embedded firmly in our local community in south London, we aim to also seed positive change in mental health care elsewhere in the UK, by sharing and amplifying the knowledge and evidence that is generated through the work that we fund.

Why we're here

Mental illness can have a profound impact on a person's life – affecting their relationships, education, career, and physical health.

Our approach is led by clear and undeniable evidence that not everyone who experiences mental illness receives the care they need to live as well as possible.

In south London, there are clear differences in the risk of mental illness, and the experience and outcomes from care. The impact of social deprivation and racism are especially stark.

How we work

Our approach is grounded in evidence, experience and equity:

Evidence: We identify and financially back the most promising solutions that draw on and generate learning and evidence.

Experience: Mental health care is more effective when it is informed by relevant expertise and lived experience.

Equity: We focus our funding on those most failed by services and society, driving improvements that benefit everyone.

The change we want to see

- Greater equity in care and support
- High-quality, evidence-based treatment available to all
- Care shaped by diverse expertise and lived experience
- Earlier intervention
- More people living well with mental illness

[Link to full strategy](#)

Where we've come from

Our history reaches back to the founding of Bethlem Royal Hospital in 1247. We became an independent charity in 2018, with a Board comprising eight independent trustees and three trustees nominated by South London and Maudsley NHS Foundation Trust.

What's in the contract?

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|-----------------------|---|
| What's the job title? | External Affairs and Influencing Manager |
| What will I earn? | £48,000 per annum |
| Where would I work? | Charity office and homeworking - hybrid working |
| Who do I report to? | Head of Communication and Engagement |
| Who reports to me? | No direct reports |
| What are the hours? | 37.5 |
| Is there flexibility? | Yes. Flexible working requests are welcome. |
| When can I start? | From mid-September 2026. |

Is this role right for me?

- You're an experienced communications professional who has worked within a mental health sector organisation
- You have guided and advised senior leadership on policy and positioning
- You have a track record of developing and implementing successful influencing strategies in the mental health sector
- You have experience of stakeholder management within mental health care, including NHS Trust leaders, Integrated Care Boards, commissioners and senior clinicians, and optionally with academics and researchers
- You have led media relations, including briefing senior spokespeople, drafting press releases, media handling, and securing media coverage with a good understanding of the needs and expectations of different outlets and publications
- You have planned and organised events like workshops, roundtables and conferences
- You have worked with and managed external PR and creative agencies

What's in the job description?

This isn't an exhaustive list of responsibilities, but the key activities the role will work on.

We know that the role and the person in it will evolve and develop, and with whatever support you need, you'll be part of making that happen.

Role purpose

This new role will provide much-needed capacity to engage with key stakeholders, boost the charity's profile and credibility, and promote learning and adoption of the solutions we fund.

We want to shout about the great work our grant holders are doing, and we want to see the most effective solutions taken up outside of south London. That means we need to influence the people who fund, adopt and commission mental health care and services – sharing the evidence and learning from what works here.

It will also help us to increase our engagement with policy which we currently do as a member of a few coalitions. Policy work is currently led by the CEO. This role will work closely with her to share those duties. It will ensure our positioning is informed by what is happening in the wider landscape and that we can take advantage of opportunities to be part of a national conversation to achieve our objectives.

Accountabilities

External Affairs & Influencing

1. Develop and deliver influencing plans to promote adoption of effective mental health care initiatives being funded by the charity
2. Develop productive relationships with key stakeholders (journalists, NHS trust leaders, ICBs, ICSs, VCSE orgs) to gather intelligence and shape strategy to inform the Charity's positioning
3. Lead the charity's thought leadership development providing strategic advice to senior leadership on political, NHS and mental health policy developments
4. Strengthen the Charity's role in mental health policy and advocacy coalitions, by contributing to collaborative advocacy, media and communications outputs
5. Lead the charity's response to government mental health care consultations and calls for evidence
6. Monitor funder sector trends and conversations, and actively seek out opportunities for the Charity to strategically engage and influence by sharing learning from its grant making practice

Media management

7. Develop and implement integrated external affairs campaigns that support the charity's influencing work
8. Create persuasive materials, including press releases, op-eds, spokespeople briefings, comment pieces, and digital content and pitch to relevant outlets
9. Maintain and grow relationships with journalists, broadcasters and sector media to secure relevant high-quality coverage of the charity's activities, grant holders and their projects

10. Act as first point of contact for media enquiries, managing proactive and reactive press activity
11. Monitor, evaluate and regularly report on the effectiveness of external affairs output for senior colleagues, identifying recommendations for continual improvement

Core activities

12. Manage external suppliers and agencies, maximising value and ensuring service levels are met.
13. Contribute to the development of operational plans and budgets, communications strategies and plans.
14. Contribute to core communications team activities including writing copy, capturing photos and video, organising events, and contributing to the comms calendar

Benefits

Maudsley Charity team have embraced hybrid working. We all come together at least monthly for team meetings, with other check-ins and meetings held virtually or in person. On average, team members spend 50% of their working week located in our multi-award-winning home, the Ortus building.

Situated a few minutes' walk from Denmark Hill station, South London, the Ortus building is close to the Maudsley Hospital and King's College London's Institute of Psychiatry, Psychology and Neuroscience, both centres of world class excellence in the field of mental health and wellbeing. The building is open to the public, hosting exhibitions, events and conferences, as well as being available for room hire.

We offer a friendly, values-led working culture, with the following benefits for our staff.

- Hybrid working, 2-3 days spent with the team in our building each week and 2-3 days at home/offsite working for full time staff. It's important to us to come together often, whether that's to collaborate, be social, or get a change of scenery.
- 25 days annual leave, with a further one day after three years' service and a further one day after five years' service. Plus, additional non-working office closure days over the Christmas period.
- Pension scheme with up to 6% employer contribution, subject to a minimum 3% employee contribution.
- A cycle-to-work scheme.
- Enhanced occupational maternity, paternity, adoption, and shared parental leave pay (after qualifying length of service).
- Interest-free season ticket loans (after probation).
- Group Life Assurance - providing employees with a tax-free lump sum of four times your basic salary in the event of your death, for your dependants (after qualifying length of service).

- Group Income Protection Scheme - protecting you if you are sick long-term, by paying 75% of your basic salary with a deferred period of 13 weeks (after qualifying length of service).
- Comprehensive package of online and face-to-face training for staff.
- Employee Assistance Programme (EAP) – supporting staff to stay well.
- 20% discount on all food and drinks at the Ortus café.

Our Values and Behaviours

We are ambitious for change

- We are brave and intentional, taking calculated risks to tackle the complex challenge of delivering better mental health care for everyone.
- We support the creation of new evidence, invest in fresh ideas, and help expand proven solutions to make a lasting difference.

We are compassionate

- We engage everyone with care and respect, mindful of the contexts facing people who experience mental illness and people who deliver mental health care.
- We lighten our grant holders' workload by creating a balanced and efficient grantmaking process from application to evaluation.

We are inclusive

- We value knowledge, expertise and personal experience, championing diverse perspectives and empowering everyone to contribute to our decision-making.
- We prioritise projects that actively involve people with lived experience in shaping care and treatment.

We act with integrity

- We carefully consider our social and environmental impacts and uphold high ethical standards, especially in our fundraising, procurement, and investment practices.
- We are fair and transparent in our grant-making and hold ourselves and our grant holders accountable for effective delivery.

We value relationships

- We nurture relationships based on mutual respect, and acknowledge the roles played by all stakeholders in achieving our shared mission.
- We provide the support, trust and open dialogue our colleagues and grant holders need to succeed.

We learn

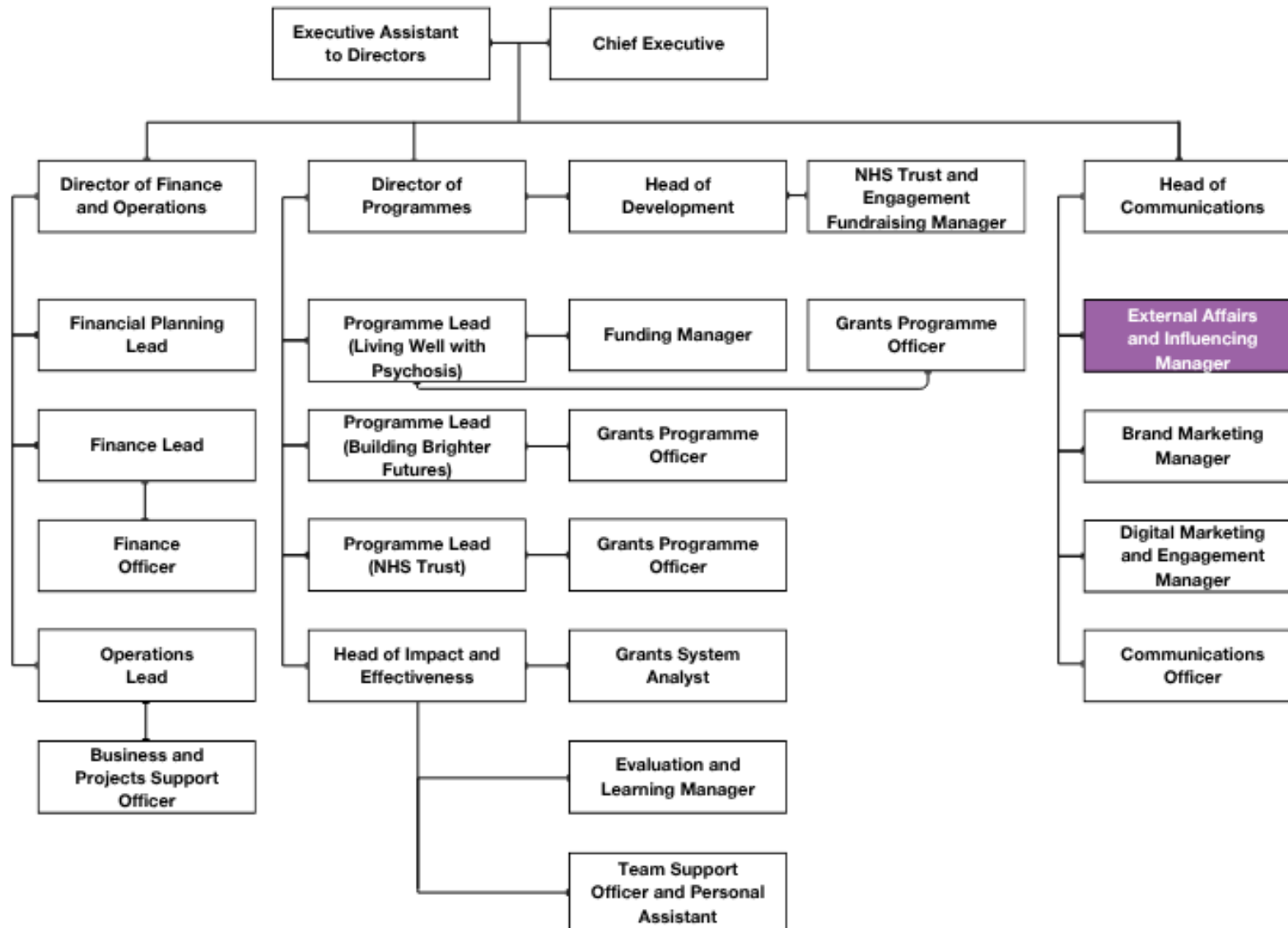
- We actively seek feedback, and use it to evaluate and improve our working practices.
- We provide a platform to share what works in our local communities and model change in other parts of the country.

Maudsley Charity Diversity, Equality and Inclusion Commitments

The Charity will:

- Highlight that discrimination or unequal treatment on the grounds of mental health or other protected characteristics can undermine mental wellbeing and work to address inequalities and discrimination.
- Create a zero-tolerance working environment in respect of discrimination, harassment, bullying or victimisation, collectively called unacceptable behaviour so that everyone can work without fear of the unacceptable behaviours. A Dignity & Respect policy is in place to support this and address issues.
- Implement a Recruitment Policy to ensure that all appointments are made in accordance with the objectives of this policy.
- Monitor recruitment, service provision and grant-giving and take positive action based upon such information.
- Provide training and development opportunities that enable equality of opportunity, and which promote an awareness of diversity and inclusion.
- Ensure that Maudsley Charity premises and resources are made as accessible as possible to staff, users and all those who visit us, under the Disability Discrimination Act.
- Make reasonable adjustments for disabled people wherever possible.

OUR ORGANISATION



THE APPLICATION PROCESS

The Charity is serious about building a diverse team. We've increased the time and budget we spend on recruitment to ensure we place more adverts in more places to reach more people, and we've looked at each stage of the recruitment process to remove biases.

Before you apply

Join our 'Ask Us Anything' webinar.

Thursday 16th July - 12.30-1.30pm

Please submit questions in advance to alice@charitypeople.co.uk before 9am July 15th to ensure all your queries are answered. Any further questions can be submitted via the Q&A function during the Webinar

Email: alice@charitypeople.co.uk at Charity People for joining instructions.

You won't see or hear other candidates, and you can choose to be anonymous, so we don't undermine our blind recruitment process. You really can ask us anything – about the role, the process, our work, culture, team, flexible working policy or just listen to what others ask.

Your application

This is a blind recruitment process, and **non-graduates are welcome**.

We are committed to offering interviews to candidates who meet the role requirements and have lived experience of mental illness or a disability.

Once you've expressed your interest to Charity People, you will be sent questions to answer to apply for the role. Please ensure your answers stay anonymous by removing any identifying content. Including names of organisations. Your identity will be completely anonymous to the panel who will score them independently. We will only see your CV if you get shortlisted.

Submit your answers in written format or in a voice memo. We'll type up any recordings to maintain anonymity.

The interview

We'll ask you if you have any needs for the interview and put any reasonable adjustments in place.

We'll pay for your travel expenses within the UK if you need us to.

We'll give you the interview questions before each round. We want you to perform to your best, and we know that this can help some to do that.

The interview will be face-to-face at our offices in Denmark Hill, southeast London.

We'll ask values and competency-based questions in the interview. This is to ensure we focus decisions on your potential performance in the role.

We'll only share scores and discuss candidates as a panel when all candidates have been seen; to remove any influence panel members might have over each other.

The Interview Panel



Lisa Harewood

Head of Communications and Engagement



Sarah Holloway

CEO



Alice Casey

Head of Programmes

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Alice Wood alice@charitypeople.co.uk and we will be happy to arrange a call.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date: 9am Tuesday, 28th July

Panel interviews, online: Thursday 13th August

Second round interviews, in person: Thursday 20th and Friday 21st August

Maudsley Charity is an equal opportunities employer, and makes no discrimination on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief and sex. Specifically, we will also oppose unfair discrimination of those with mental health issues.