



# **UK Council for Psychotherapy Head of Content and Engagement**

## **Information Pack**

*To transform lives by unlocking potential*

June 2019



## Letter from Sarah Niblock, Chief Executive

June 2019

Dear Applicant

Thank you for your interest in the position of Head of Content and Engagement at the UK Council for Psychotherapy.

This is a particularly exciting time to join us given the unprecedented public interest in mental health globally. We're looking for an exceptional individual who can bring proven professional credentials as well as the energy and creativity necessary to lead our committed team in delivering impactful communications, internally as well as externally.

Alongside professional support for our members, individual and organisational, we're the leading research, innovation, educational and regulatory body working to advance psychotherapies for the benefit of all. Our vision, inspired by the World Health Organisation, is to make emotional and mental wellness a human right. We are ambitious to grow our reach, influence, profile, income and membership so that we can achieve this goal.

We have achieved a much higher public profile, nationally and internationally, thanks to foundations laid in over in the past 18 months. We have significantly enriched our member communications, too. But there is huge potential for us to engage far better with target audiences to improve access to our therapies. It's an opportunity to shape and develop our content and engagement strategy, including much needed enhancements to our website, and work it into an operational plan.

You need to be able to work collaboratively as part of our SMT and Executive, role model best practice and enable our talented team to achieve professional excellence. You will bring a track record of success and be aligned with our core values and mission to unlock potential through high quality therapies.

I hope our job pack inspires you to pursue your application. If you want to know more about the role, please contact JMR Consultants and talk to either Jocelyn Ridley (07976 395688 / [jocridley@jmrc.co.uk](mailto:jocridley@jmrc.co.uk)) or Ann Gill (07787 512129 / [anngill1000@gmail.com](mailto:anngill1000@gmail.com)). Further opportunities to learn more will be available during the recruitment process.

Thank you for your interest in the UKCP and we look forward to receiving your application.

I very much look forward to meeting you.

**Sarah Niblock**  
**Chief Executive**



The **UK Council for Psychotherapy (UKCP)** is the leading professional body for the education, training, accreditation and regulation of psychotherapists and psychotherapeutic counsellors. Our register of over 9,000 individual therapists is accredited by the government's Professional Standards Authority.

As part of our commitment to work for public benefit, we strive to improve access to psychotherapy, to support and disseminate research, to improve standards and to respond effectively to complaints against therapists on our register.

### **Who we are**

UKCP is a charity and is both a membership organisation and a regulator. As a membership organisation we are here to support people at every stage of their career in psychotherapy and psychotherapeutic counselling. Our regulation processes are backed by the Professional Standards Association and we have a strong centralised complaints system.

Our mission is to:

- engage with the public to raise awareness of high-quality psychotherapies, advocate their use and influence policy to improve access to services
- promote excellence by setting standards in ethics and training
- protect the public through robust regulation
- speak out against injustice
- represent the profession nationally and internationally

### **Our strategic objectives**

- **Improving access**

To make sure that high-quality psychotherapy and psychotherapeutic counselling in both private and public sectors is available to everyone, no matter who they are.

- **Engaging better**

To improve the way we engage with our individual and organisational members and provide services and benefits which are valued by all.

- **Maintain standards of excellence**

To protect the public by making sure everyone on our register meets our professional standards, at the same time making sure our register meets national accreditation requirements. To continue setting high standards in the way we govern and organise ourselves.

- **Collaborating for success**

To develop existing external collaborations and actively seek new ones to achieve a more powerful voice to promote psychotherapy and psychotherapeutic counselling.

- **Research**

To carry out appropriate research and use findings to promote psychotherapy and psychotherapeutic counselling and inform our members' training and development for the benefit of all.



## Job Description

<b>Title</b>	<b>Head of Content and Engagement</b>
<b>Pay Scale</b>	£47,750
<b>Reporting to</b>	Chief Executive
<b>Direct Reports</b>	Content Manager Events and Sponsorship Manager Internal Communications Manager Policy and Advocacy Officer
<b>Location</b>	2 America Square, London EC3N 2LU

### Main Purpose and scope of the role

The Head of Content and Engagement plays a vital role as part of the Senior Management Team (SMT). S/he will provide strong leadership and be responsible to the Chief Executive for all aspects of communication both internally and externally. The Head of Content and Engagement will head up an enthusiastic team which is passionate about the benefits of psychotherapy.

- To generate content that is fully tailored to meet the needs of internal and external audiences to drive engagement.
- To commission or direct in-house creation of content using multiple platforms and channels optimised to communicate key messages and desired outcomes internally and externally.
- To collaborate with key stakeholders internally to define and tell our story.
- As a member of UKCP's SMT, proactively support the Chief Executive and Board in leading and managing the delivery of our objectives.

### Duties and Key Responsibilities

#### Content

- Devise, deliver and continuously review a content strategy that supports and extends UKCP objectives, both short- and long-term
- Ensure all content is on-brand, consistent in terms of style, quality and tone and optimized for search and user experience for each target audience including our members
- With the Content Manager conduct usability tests to gauge content effectiveness, gather data and handle analytics and make recommendations based on those results
- Develop standards, systems and best practices (both human and technological) for requesting content creation, distribution, maintenance, content retrieval and content repurposing, including the real-time implementation of content strategies
- Conduct periodic competitive audits



#### Events and Sponsorships

- Give guidance to the events and sponsorship manager to deliver successful and impactful events in line with the events and sponsorship strategy

#### Internal Communications

- Work closely with internal stakeholders on all creative and branding initiatives to ensure a consistent message across channels.

#### Policy and Research

- Work with the Policy and Research team to deliver effective campaigns

#### Finance and budget responsibilities

- In collaboration with the Treasurer, Chief Executive and Finance Manager, influence, develop and support an annual business plan, budgets and targets for discussion and approval by the Board of Trustees

#### Senior Management Team

- Work with the Chief Executive and SMT to develop a long-term strategy for UKCP
- Share responsibility by providing peer support to the SMT and cover as required, and to deputise for the Chief Executive internally or externally including provision of out of office cover, on call duties and emergency cover
- Prepare papers, reports and presentations for internal and external meetings including senior management, executive team, trustee and committee meetings
- Ensure the Chief Executive, Executive Committee and SMT are informed and up to date
- Attend, chair, and contribute to meetings, briefings, reviews, due diligence, audit and compliance activities

#### People management

- Provide exemplary leadership and line management
- Develop and support staff to maximise their potential and deliver UKCP's strategic objectives within a healthy working culture
- Ensure staff performance is managed in line with UKCP's performance, appraisal and management system, and ensure succession planning
- Take decisions on matters relating to the day-to-day operations within your defined work area including the strategic planning of resources
- Alongside the Head of Operations and Head of Academic Enterprise and Innovation, lead and supervise the formulation and dissemination of annual operational plans for your teams
- Monitor their implementation through a system of regular staff performance reviews and make appropriate changes when necessary to maintain standards

**Note:** This is not an exhaustive list and you are required to be flexible in your approach to carrying out your duties which may change from time to time to reflect changes in the company's approach to a culture of continuous improvement.

## **Person Specification**

### **Essential Experience: the successful candidate will evidence:**

- Evidence of leading and managing successful internal and external campaigns.
- Fluency in web analytics and search engine optimisation.
- Experience of working in partnership with other stakeholders
- Ability to analyse data and develop information into reports for wider dissemination or presentation
- Strategic planning
- Comfortable managing a budget and able to forecast effectively
- Managing successful third-party contracts
- Managing staff

### **Desirable Experience**

- Experience of the charitable/voluntary sector
- Knowledge and understanding of psychotherapy
- Experience of using CRM stakeholder management systems, interrogating data and reporting

### **Skills**

- Proven editorial skills and outstanding command of the English language.
- Skill at both long-form content creation and real-time (immediate) content creation and content marketing.
- Project management skills to manage editorial schedules and deadlines.
- Leadership and vision in managing staff and projects
- Able to devise and implement effective operational plans
- Able to work on own initiative, prioritise work and handle pressure
- Able to challenge and debate persuasively
- Able to take day to day decisions on the running of the organisation
- Goal driven and motivated
- Ability to work independently and as part of a team
- Strong interpersonal and communication skills
- Ability to effectively delegate
- Ability to operate and excel in a fast-paced progressive environment
- Commitment to equality and diversity and the ability to put this into practice

### **Qualifications**

- Educated to degree level

### **Other requirements**

- Able to work occasional evenings and weekends



## Salary and Benefits

**Salary**     **£47,750**

### Benefits

- 25 days annual leave plus bank holidays
- Additional leave over the Christmas period
- An employer contribution equivalent to 8% of salary paid into a pension scheme (Company or private)
- Use of the internet during authorised breaks
- Interest free season ticket loans
- Flexitime
- Childcare vouchers
- Tablet and BYOD Schemes

## The recruitment process and how to apply

If you would like to apply for the job of Head of Content and Engagement at UKCP, please provide an up to date CV together with a supporting letter explaining why you are interested in this role and how you fit the role description and person specification and send it to Jocelyn Ridley or Ann Gill at JMR Consultants by Friday 12 July (email: [jocridley@jmrc.co.uk](mailto:jocridley@jmrc.co.uk) / [anngill1000@gmail.com](mailto:anngill1000@gmail.com)). We will be assessing applications against the criteria in the person specification, so please make sure that you demonstrate your suitability in your CV and letter.

### Timetable

The important dates for you to note in the recruitment timetable are highlighted below for your diary.

Closing date for applications	Friday 12 July
Review of applications/long listing	Friday 19 July
First interviews with JMRC	w/c 22 & 29 July
Shortlisting	Monday 5 August
Formal and Informal interviews with Chief Executive, SMT and staff members	Thursday 15 August
Final interview with Chief Executive	Friday 16 August

If you have any questions about the process or the timetable, or you wish to discuss your suitability, please don't hesitate to contact Jocelyn (phone: 07976 395688 or email as above) or Ann Gill (phone: 07787 512129 or email as above).

Information about UKCP can be found on their website: [www.psychotherapy.org.uk](http://www.psychotherapy.org.uk)