



Application Pack

Embrace. Empower. Educate.

Role:	Head of Advocacy
Hours:	32 hours per week (full-time, flexible, we are currently piloting a 4 day default week)
Salary:	£43,000
Reports to:	Director of Central Services

This job description is in Bree Serif Ltd size 12 font. Should you require this description to be sent in a larger size or read out to you, please contact 0800 801 0400 or email info@mermaidsuk.org.uk

Mermaids | Mermaidsuk.org.uk

Recruitment enquiries: recruit@mermaidsuk.org.uk

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A little bit about us...

The Charity

We've been supporting trans, non-binary and gender-questioning children and young people and the important people in their lives since 1995.

Back then, we were a small group of concerned parents sitting around the kitchen table, coming together to share experiences, find answers and look for ways to keep our children safe and happy.

Today, we're one of the UK's leading trans-focused charities. We provide services directly to trans children and young people, to families, and work to educate and inform professionals and organisations who want to be part of a society where trans children and young people are safe, included and empowered to be their best selves. We also campaign for the things that matter most to trans children and young people.

Over the years, we've seen many changes in the language and understanding surrounding gender issues but one thing remains the same: transgender, non-binary and gender-diverse children deserve the freedom and confidence to explore their gender identity wherever their journey takes them, free from fear, isolation and discrimination.

What You Can Expect

There's no other organisation like Mermaids. Whatever you do here you will be supporting our work to achieve our mission and make positive change for trans people for generations to come. In return, we recognise and value our people. You'll have our full support, training and opportunities for professional development, along with a contributory pension and good holiday entitlement. We offer remote working arrangements (from anywhere within the UK) with access to offices in London and elsewhere when needed.

Message from the CEO

Our policy, advocacy and campaigns team is core to our work to build a safe, inclusive society where trans children and young people are empowered to live their best lives. This is a truly exciting time to join the charity; we have just launched our new strategy, which focuses on how we live our values of youth-centredness, collaboration, trustworthiness and compassion.



This strategy outlines our new mission, focusing on quality services, strong collaboration and organisational resilience, while becoming an organisation that embraces equity, inclusion and diversity.

Our advocacy, policy and campaigns team have gone from strength to strength over the last year, despite a challenging external environment and factors which have impacted the strategies which we can use successfully. Youth voice is now centred in all we do internally and externally, and we work in partnership with other organisations who share our values on policy and campaigns. We're now looking for a brilliant person to join the team to help us achieve our goals as we develop as an organisation.

We want Mermaids to be a proud, empowering employer, which is one of our strategic pillars for the coming three years. We know that to be the best at what we do we need a diverse workforce underpinned by an inclusive culture. That's why we positively welcome applications from people of all backgrounds and identities, and encourage, support, and celebrate the diverse voices of our people.

If you have the passion and drive to help us achieve our vision. I look forward to hearing from you.

Lauren Stoner - CEO

Role Description: Head of Advocacy

As our Head of Advocacy, you will lead our advocacy, policy and campaigning work to build a safe, inclusive society where trans, non-binary and gender diverse children and young people are empowered to live their best lives.

You will lead your team to deliver a broad range of campaigning, youth advocacy and policy work with a focus on education and healthcare. You will develop our direct youth engagement, ensure that the voices of trans young people are at the heart of policy and campaigning, support the work of our campaigners network, influence parliamentary policy and legislation, and oversee our responses to consultations.

You will be passionate about the rights of trans, non-binary and gender diverse young people, and knowledgeable about the experiences and insights they bring and the challenges they face.

You will build and develop relationships with LGBTQ+ organisations, national and international human rights organisations, and public sector organisations. You will lead, participate in and develop cross-sector coalitions and partnerships.

You will work closely with Heads of Services and Directors on strategic and operational planning at Mermaids. You will work collaboratively with other teams at Mermaids, supporting shaping of external communications and ensuring a two-way flow of information between our policy and advocacy work and our Direct Service Delivery team.

We actively support and encourage people from a variety of backgrounds and experiences to join us and shape what we do. We are particularly keen to receive applications from BPOC (Black people and People of Colour), those with lived trans experience (directly or indirectly) and/or close ties to the LGBTQ+ community, and/or disabled candidates.

Purpose of the Role

The role of Head of Advocacy is to lead the advocacy and policy team to successfully achieve their aims. You will do this by setting objectives, creating work plans, providing line management and support, motivating your team, and working collaboratively with internal and external stakeholders.

You will be working directly with young trans people and as a result there will be a need for some evening and weekend work.

Key Responsibilities and duties

- Lead on the development and delivery of Mermaids' policy, youth advocacy and campaigning objectives, in partnership with others across the organisation
- Line manage, develop and motivate the advocacy and policy team
- Lead on capacity building, creating and supporting opportunities for leadership, upskilling, campaigning and self-advocacy for trans young people, their families, and those who matter to them
- Identify and assess a broad range of policy influencing opportunities and provide effective leadership to implement them
- Collaborate with the Head of Digital and Communications to ensure our advocacy approach is embedded within our external messaging
- Work with the digital and comms team to develop and implement creative and influential campaigns
- Develop key collaborative policy and advocacy networks and working groups, including policy hubs
- Build relationships with existing and potential allies, acting as an expert and lead for Mermaids' policy outreach, advocacy, and stakeholder relationships

- Represent Mermaids at external events and meetings, including with government representatives, decision makers, other NGOs, and networks across the UK and internationally
- Support the development of existing, new and potential advocacy initiatives
- Provide policy expertise internally on the causes, effects and potential solutions to the challenges faced by trans young people
- Evaluate evidence-based policy research, positions and briefs on political trends as appropriate
- Work with the Direct Service Delivery team to ensure that our advocacy approach and changes in policy landscape are reflected in the services we deliver, and that input from service delivery shapes our policy, advocacy and campaigns work
- Work with the Operations team to ensure that current and emerging policy is reflected in our internal strategies, policies and procedures

General Responsibilities and duties

- Conduct the duties of the job description in accordance with the policies and procedures of Mermaids, and in line with our values
- Ensure equality, diversity, inclusion and accessibility underpin your approach to staff & volunteer management and service delivery
- Maintain good working relationships with other staff members, volunteers, and stakeholders
- Contribute to the general administration and successful delivery of all Mermaids programmes, events, and overall objectives
- Manage own time effectively and ensure attention to detail

- **Undertake any other reasonable duties as may be required such as attending events and residential weekends when requested**

This is an outline role description and may be subject to change in consultation with the post holders.

Person Specification Head of Advocacy

You should be able to demonstrate that you meet the following criteria:

E = Essential

D = Desirable

Measured by:

A = Application Form

I = Interview

QUALIFICATIONS & RELEVANT EXPERIENCE, KNOWLEDGE & SKILLS		
E	Excellent planning and organisational skills with good attention to detail and ability to work independently	I
E	Ability to support others within a diverse team in a remote setting, including recognising when support is needed by colleagues and volunteers	I
E	Experience of capacity building, campaigning, and/or community development with marginalised communities	A, I
E	Experience of working strategically to affect structural change, including developing evidence-based policy positions, responding to the external context, and evaluating political trends	A, I
E	Project management skills with the ability to support your team to manage their workloads, meet deadlines, and manage multiple priorities	A
E	Excellent written and verbal communication skills, with the ability to be understood by a range of professional and community audiences	A, I
E	Understanding of the experiences and insights of trans, non-binary and	A, I

	gender diverse children, young people and their families	
E	Experience of developing and leading campaigns	A,I
D	Experience of working with trans young people	A
D	Experience of using policy to influence legal strategy	A

Key terms

Place of Work: This work is conducted remotely but will involve some travel for training and meetings at various locations on occasion.

Working Week: This is a permanent position, 32 hours per week (full time), 4 days a week. The core hours are between Monday-Friday

Salary: £43,000

Annual Leave: The full-time core holiday entitlement is 26.5 days per year. In addition the following provisions are being trialled until 30th April 2024: birthday day off, leave allowance equating to the working days between Boxing Day and New Year Bank Holidays.

Pension: Mermaids will contribute 6% of your salary to the personal pension scheme, 2% will be automatically taken from your salary as the employee contribution.

Probation & notice: The post is subject to a six-month probationary period. During this period, you will be entitled to receive, and are required to give, at least one week’s notice of termination, which must be in writing. After successful completion of your probationary period you are entitled to receive one month’s notice, and are required to give three month’s notice of termination, which must be in writing.



The selection process

How to apply

Send your completed application form, and signed privacy notice to recruit@mermaidsuk.org.uk with Helpline Supervisor in the subject title.

Please add all your social media account handles to the body of the email.

Deadline for applications: The final day for applications to be sent to us is by 9.00am on Monday 27th May 2024.

Interview dates: We aim to hold online interviews on Friday 31st May 2024.

Start date for the role: Negotiable depending on the successful candidate's availability.

Due to the high volume of applications that Mermaids receives per position, we are unable to provide feedback on individual applications or answer questions from applicants. If applicants have not been contacted by Tuesday 28th May then they should assume their application has not been successful on this occasion.

Safeguarding

Mermaids is committed to safeguarding and promoting the welfare of children, young people and adults at risk, and this is a responsibility that is shared by all members of staff and volunteers across the Charity. The successful candidate will be subject to reference requests, safer recruitment checks and will be required to pass an Enhanced Disclosure and Barring Service (criminal records) check.

Data Collection and Protection

We treat personal data collected during the recruitment process in accordance with our [data protection policy](#). Information about how your data is used and the basis for processing your data is provided in our [job applicant privacy notice](#).