



# A message from the Chairman



The mental health agenda has never been more important. Mind's impact has never been greater.

So this is a unique opportunity to help us turbo-charge the difference we make in helping people stay well, get well, or live well with a mental health problem.

We're an organisation of scale – £60m fundraising; nearly 1,000 colleagues across our offices in Stratford, Cardiff and our 160 Mind shops; a Federated network of over 100 independent local Minds delivering services to around half a million people throughout England and Wales.

Paul Farmer, our highly regarded public face for the past 16 years, leaves in October. So we're looking for an inspirational, fearless, experienced CEO to take us through the next phase of investment and growth.

Lived experience is at the heart of all we do. A connection to the cause is vital if you're to be an effective ambassador and media focus both for the sector and to all our varied partners and stakeholders.

Our new strategy focuses on the growing and urgent needs amongst young people, racialised communities, and the mental health consequences of financial hardship – so a direct understanding of these would be helpful.

But mostly, we need someone with the stature, energy, ambition and credibility to lead a team recognised as best in class.

Someone ready to make a lasting difference to the society we live in. Someone who wants to leave a meaningful legacy.

If you think you can make the impact we're looking for, we'd love to hear from you and everything you need to find out more and apply for the job is here in this pack. For now, thank you for your interest in Mind.

Together we can make sure that anyone facing a mental health issue gets both support and respect.

Stevie Spring CBE Proud Chairman of Mind



# About the organisation



Mind is the leading mental health charity in England and Wales. We're here to make sure that everyone who experiences a mental health problem gets both support and respect and over the last 75 years we've been at the forefront of changing the conversation about mental health from a poor relation of the NHS to a mainstream cause which is discussed in schools, workplaces and communities alike.

We are a proud federation of over 100 local Minds, an effective charity retailer with around 160 shops, and a strong national charity which has run high-profile public education campaigns such as Time to Change, is seen as hugely influential by politicians and the media alike, and provides highly trusted information and support. Our 'proof of concept' programmes have transformed the world of workplace wellbeing, created strong connections between mental health and sport, and our partnerships with organisations such as ITV and the Co-op regularly win awards. We work closely with other mental health charities, the NHS, employers and Government as a trusted expert in mental health.

Underpinning this is a set of values – Open, Together, Responsive, Independent and Unstoppable – rooted in our lived experience leadership at all levels of the organisation. It's the passion, commitment and drive of people who experience mental health problems that drives everything we do – from the 2,000 young people in our Youth Voice Network to the tens of thousands of online campaigners, and thousands of local volunteers.

As we come out of the Covid pandemic, we know there is no vaccine for the mental health consequences of the last two years. Mental health problems have increased over recent years, especially amongst young people, people from racialised communities and people facing financial hardship. Our new strategy (https://www.mind.org.uk/about-us/ourstrategy) is ambitious, building on the successes of recent years but also placing a focus on supporting communities who may need the most support yet don't yet see Mind as being as relevant as we would wish. Our partnership approach is going to be key in this as we build towards becoming an antiracist mental health charity.

To find out more please visit https://www.mind.org.uk/



# **Role profile**



Role title	Chief Executive
Reports to	Chairman of the Board
Responsible for	COO, Director of External Relations, Director of Networks & Communities, Director of Fundraising, Director of Retail, Director of Mind Cymru

## Purpose

The Chief Executive at Mind is here to ensure that everyone with a mental health problem gets both support and respect. The role is to lead the Mind Federation, including the national charity in England and Wales, the Retail team, and the 110 local Minds, which are independent charities. That means an effective budget of c£70m, and nearly 1,000 colleagues, including the retail division. You'll be leading and motivating a high-performing Senior Management Team working with senior managers and the Board to develop and deliver Mind's strategy. You will also be the lead advocate for the organisation externally with Government, the media, senior stakeholders, and supporters. You'll develop a thorough understanding of the voluntary sector, the health and social care environment and the mental health community. But most importantly, you'll be passionate about mental health as a cause, with the energy and drive to change attitudes and improve care.

We are committed to a national, local and community approach so you will advocate with and on behalf of people with direct experience of mental health problems to have a strong voice throughout Mind and its networks.

## Main responsibilities of the role

- Provide strategic leadership and oversight of Mind's mission and strategic plan and lead the Mind Executive Team to implement this.
- Promote, encourage and facilitate effective cross-organisational work across Mind's activities in England and Wales.
- Represent the organisation externally to Government, the NHS, wider civil society including business and the Third Sector, and act as the lead spokesperson in the media including at high-level conferences, events, and functions.
- Identify risks and opportunities across Mind's internal and external activities, bringing forward recommendations for, and supporting, strategic change and innovation.
- Lead the development of income generation work across Fundraising and Retail and act as the principal lead for donor development.
- Build high quality relationships with Mind's key stakeholders including donors, supporters, people with mental health problems, local Minds and those within the private, public, and voluntary sectors.
- Champion standards of performance and behaviour across the organisation which reflect Mind's values and maximise Mind's effectiveness.
- Ensure equity and diversity is actively promoted in Mind and integrated into all our work in line with Mind's values and policies.
- · Attend management and Board meetings and ensure the Chairman and trustees are able to work effectively.
- Work closely with other members of the Mind's management team to maintain Mind's reputation and build high levels of engagement amongst supporters.
- Encourage imaginative, creative and effective approaches to ensure all contacts receive appropriate recognition and care.
- Build a strong and effective multi-disciplinary management team, and by extension organisation, and provide motivational leadership.
- Work closely with people with direct experience of mental distress and ensure their views underpin Mind's work.
- · Lead the federated network of local Minds and ensure the highest quality of service to beneficiaries.
- Work with partners SAMH and Inspire to deliver UK wide solutions for partners as required.

# **Person specification**



#### **Essential criteria**

- Experience at CEO level or equivalent in an organisation of scale voluntary, public or private.
- · Substantial experience combining business skills and a purpose led mission.
- · Charity experience as an executive or engaged trustee / Chair.
- Excellent communication skills internal, external, in the media and digitally.
- · A natural relationship builder with strong EQ as well as IQ.
- · Committed to Mind's vision, mission, values and ambition and living the brand.

## Your skills, abilities and personal behaviours

- Experience of / ability to create and lead a senior management team.
- · Proven ability to achieve policy aims and lead a movement.
- Knowledge of Government structures at national and local levels, in England and Wales.
- · Knowledge of healthcare and other relevant areas relating to the lives of people with mental health problems.
- Knowledge and active involvement in changing behaviour across large groups of people, including representing a 'cause'.
- Ability to manage a financial strategy and large budgets, including delivering efficiency and value (in addition to managing, monitoring and reporting).
- · The ability to develop and manage a high level of personal visibility and credibility.
- The ability to build networks at senior level.
- Excellent strategist, able to turn visionary thinking into clear plans which can be clearly understood and executed.
- High level of numeracy and literacy.
- Excellent interpersonal and communication skills and able to communicate complex information and directives to internal and external audiences including the NHS, commissioners and government.
- · Excellent self-management skills.
- · Skilled in collaborative working, with proven partnership, networking and negotiation skills.
- · A self-starter, proactive, resilient, flexible and able to work effectively under pressure.



# Terms of appointment



#### Salary

Up to £150,000 for an exceptional candidate.

**Contract** This is a permanent full-time appointment.

Location Mind Head Office, Stratford, East London.

Pension

Company pension scheme with up to 7% employer contribution (to match up to 5% employee contribution).

Holidays 25 days plus 6 Mind Days plus Bank Holidays.





We hope you will consider making an application. To do so please go to **https://starfishsearch.com/jobs/mind-ce/** and click on the apply now button, with the following prepared:

- your CV (no more than three sides)
- a short supporting statement (maximum two sides) that sets out why you are interested in joining Mind as our next CEO

We would also be grateful if you would also 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 Friday 22nd July.

If, having considered the pack, you have any queries please contact <u>Juliet.Brown@starfishsearch.com</u> or <u>Juliet.Taylor@starfishsearch.com</u>

## Recruitment timetable and candidate participation

Following the closing date, applications will be reviewed by the selection panel and selected candidates will be contacted w/c 25th July and invited to meet with the team at Starfish in the month of August.

The final shortlist of candidates will be agreed in w/c 5th September with all candidates notified of the outcome by Friday 9th September. Stakeholder involvement sessions, informal conversations with the Chairman, Stevie Spring, and final interviews will take place in the month of September, date to be confirmed, but likely concluding in the third week of the month. Please tell us if you are worried about availability during these times.

