



**YOUNGmiNDS**  
fighting for young people's mental health

Chief Executive



# Welcome

**Dear candidate,**

**Thank you for your interest in becoming the next Chief Executive of YoungMinds.**

We currently find ourselves in what is unquestionably a pivotal moment for young people and their mental health, and a time of both challenge and opportunity.

The last few years have been incredibly tough for young people and have deepened an existing crisis. We are seeing record levels of prevalence, with 1 in 6 young people – that's 5 in every classroom – likely to have a diagnosable mental health problem and countless more who are struggling. Month-on-month NHS figures show record numbers seeking urgent care and record numbers waiting for help. And behind every single one of those statistics is a young person, a family, desperate for the support that could help them to turn things around.

At YoungMinds it is one of our values to be optimistic and we have good reason to be. Our mission is to make sure every young person can get the mental health support they need, when they need it, no matter what – and we truly believe this is achievable. The opportunity to turn things around is clear. The issue, rightly, continues to attract unprecedented attention from the media, parliament and funders. Our sector is becoming more collaborative, more aligned and more powerful as a result. And, crucially, we know what young people need because they have told us loud and clear. We just need to make it happen.

I've been a part of YoungMinds for four years, and it is an extraordinary place that never stops amazing me – not just what we do but how we do it. We have a passionate, dedicated and creative workforce and Senior Leadership Team, and an engaged and talented Youth Panel and Board that play a big part in our success. We are also a charity that lives and breathes youth participation, where young people really are the drivers behind everything we do, from our strategy and culture to our services and campaigns.

At this critical point in our journey, we are looking for an enterprising leader, who shares our values and can build on our success. Collaborative and inclusive in your approach, you will have the skills to engage and inspire a passionate, cause-led charity with sensitivity and kindness. You will be able to point to a proud track record of the work you have done yourself and with others to become anti-racist, with justice, equity, diversity and inclusion at the heart of your approach. We also need you to embrace an externally facing role, building relationships with funders and senior stakeholders, making the most of your voice in the media and holding politicians to account. And this is set in a context of significant growth and a move towards becoming a data-driven, digital-first organisation. We need a commercially and financially astute strategic leader who knows what it means to deliver high-quality digital services and has the ability to spot opportunities for innovation.

We are committed to ensuring that we better represent the young people who need us most at all levels within the organisation and actively encourage applications from Black and minoritised applicants. We also welcome job share applications and are open to discussions about flexible working arrangements.

You might already be working for a charity or social enterprise, or might be coming from a different sector but feel driven to lead an organisation like YoungMinds. As we look ahead to a post-pandemic world, we sadly know that our work is needed more than ever. If you think you might have what we're looking for, we really hope you feel inspired to put in an application.

**Caroline Hope**  
**Chair of Trustees**



# About Us

*We're the UK's leading charity fighting for children and young people's mental health.*

We want to see a world where no young person feels alone with their mental health, and all young people get the mental health support they need, when they need it, no matter what.

## **Our purpose**

*To stop young people's mental health reaching crisis point.*

Every young person whose mental health ends up in crisis is a young person who has been failed. We know that the earlier young people can access the right help, the more likely it is that they can avoid these crises.

## **Our Vision**

*A world where no young person feels alone with their mental health.*

We want to see a world where every young person who is struggling feels able to reach out, and has people and services around them who can really help.

## **Our mission**

*To make sure all young people can get the mental health support they need, when they need it, no matter what.*

Whether they need reassuring conversation, specialist mental health support, or simply the knowledge that they are not alone in how they are feeling, we will make sure that all young people get support that meets them where they're at as quickly as possible.

For more information please click here: [About YoungMinds | UK Mental Health Charity | YoungMinds](#)



## Why we matter

The sheer scale of the problem we're faced with can feel overwhelming. More young people than ever before need support for their mental health and accessing that support quickly, can make a critical difference to those young people. Yet, most of the time those young people need to wait. And wait. And wait.

When it feels like nothing is there for you when you need it most, you feel alone. For far too many young people, this is their reality. When they need help and can't get it, it feels like they're being told they don't matter.

We have called our strategy 'You Matter' because, ultimately, that is what this is all about. We need young people to know that whatever they are going through, they matter and they deserve help. And each and every one of us needs to acknowledge that, to those young people, we matter and the role we can play is vital.

## Our vision for change

Our vision is clear: we want to see a world where no young person feels alone with their mental health.

To achieve this, that wait for support has to end. If all young people can get the mental health support they need, when they need it, we can stop an emerging mental health need becoming a crisis. This is our purpose – and we are absolutely clear about we can make it happen.

Through three bold, strategic programmes, we are focusing our work to have as great an impact as we possibly can for the young people who need us.

To read our strategy in full please click here: <https://www.youngminds.org.uk/media/ublkdyd/youngminds-strategy-2020-2023.pdf>

To read our impact report please click here: <https://www.youngminds.org.uk/about-us/reports-and-impact/impact-report-2021/>





# Job Description

**Job Title:** Chief Executive

**Direct reports:** Director of Training & Services, Director of Communications & Campaigns, Director of Finance & Business Operations, Director of Strategy & Implementation and Director of Development plus the Executive Assistant and Senior AJEDI Manager.

**Accountable to:** Chair of Trustees

## Job Purpose

*Imagine being school-aged and wanting your life to end. Imagine feeling this hopeless, this desperate, this lonely.*

As our CEO you will provide inspirational vision and leadership that delivers a step change towards a world where no young person feels alone with their mental health. YoungMinds is on a steep growth trajectory, and you will help us navigate the next stage of growth confidently, in a way that continues to progress our mission, and promotes the wellbeing of our people.

You will make sure the spotlight remains on young people's mental health, helping us achieve the significant improvement needed in services, resources and outcomes across the UK, and crucially, stopping young people's mental health reaching crisis point.

You'll make sure that young people are placed at the heart of everything the charity does, in pursuit of our mission: To make sure all young people can get the mental health support they need, when they need it, no matter what. It is particularly important that we are reaching and involving more young people from Black and minoritised groups and you will be a driving force for delivering our AJEDI (anti-racism, justice, equity, diversity and inclusion) commitments, making YoungMinds a truly diverse and inclusive organisation.

Working collaboratively with senior leadership and board colleagues you will act as a figurehead for the charity; a powerful ambassador with Government, the media and the public as well as a positive and empathic leader and role model for young people, colleagues and volunteers. You will also play a key role in driving innovation across our work, particularly in helping us harness digital approaches and data to increase our impact, and bringing creativity, ambition and joy into YoungMinds as a workplace.

And as we grow, you will ensure we do so in a way that reflects our commitment to being a sustainable and environmentally friendly charity that considers the impact of our activity on the world around us and makes socially responsible choices within our work.

## Key Relationships

As our CEO your relationships will be many and varied, ranging from young people, staff, and volunteers within YoungMinds to peers, stakeholders, young people and their families outside the charity. You will work collaboratively with other leaders in the mental health sector including other charity CEOs and high-level NHS executives and will form relationships with key government ministers and staff. You will also seek out key influencers from other sectors with a view to broadening our perspective so we can champion new ways of supporting young people.

You'll lead the Senior Leadership Team, line managing the Director of Training & Services, Director of Communications & Campaigns, Director of Finance & Business Operations, Director of Strategy & Implementation and Director of Development. You will champion and oversee our commitment to our AJEDI principles and work, including line managing the Senior AJEDI Manager. You'll also work in close collaboration with YoungMinds' board of trustees forming a close working relationship with our Chair to make sure appropriate and effective governance is in place at all times. You'll work with our Youth Engagement Team to enable direct involvement of our Youth Panellists across every aspect of YoungMinds' work.

## **Line management responsibilities**

Five directors plus the Executive Assistant and Senior AJEDI Manager.

## **Responsibilities**

The responsibilities below are intended to convey a sense of what the role requires, but it is in no way exhaustive.

### **Strategy and planning**

- Set the long term strategic vision for YoungMinds, making sure we always have a clear and compelling articulation of our aims, purpose, and strategy. Do this in a way that is rooted in insight, conveys the lived experiences of young people, and is responsive to the changing landscape around young people's mental health.
- Drive creation and delivery of the charity's strategic business plans, in conjunction with the Board of trustees, directors and other key stakeholders, iterating plans in response to changing needs and the external environment.
- Provide strategic thought leadership and horizon scanning to support organisational adaptability, relevance to young people's needs, positioning in our marketplace and appropriate adoption of technology.

### **Putting young people front and centre**

- Root our work in the insights, voices and experiences of young people, understanding how YoungMinds can continually adapt to the changing needs, expectations and behaviours of our young and diverse communities.
- Help YoungMinds find new and better ways to support and involve Black and minoritised young people and the people they trust.
- Champion opportunities for our Youth Panel and Activists to shape and influence both our work, and the wider mental health landscape.
- Actively develop and promote a culture of co-production and collaboration with young people - always focused on doing with not to young people.
- Help us meet young people's expectations of being a progressive, digital era organisation.

### **Growing our external profile**

- Represent the charity externally and play a leading role in cross sector collaboration and partnership as critical to greater impact of young people.
- Be a passionate and compelling advocate for YoungMinds' mission, policies and campaigns – inspiring others to support and join in with our campaigns.
- Maintain YoungMinds' position as the 'go to' organisation for public and media comment on young people's mental health, using data-driven insight to shape compelling messages.
- Build and continually foster a network of peers and stakeholders across the health and social care sector, government and funders.

### **Making money to make a difference and managing our finances**

- Responsible for the overall financial resilience of YoungMinds including overseeing budgets, expenditure and management accounts, and making sure that income and expenditure is within business plan targets.
- Make sure that income is sufficient for the charity to pursue its long term aims.
- Encourage an innovative and commercial mindset around our activities, maximising opportunities to generate income.
- Establish strong and enduring relationships with key funders and corporate partners, ensuring they have the opportunity to support YoungMinds' work in an impactful way.

### **Leadership**

- Hold and communicate a clear and inspiring vision for what YoungMinds can do for young people and the adults who support them.
- Demonstrate high empathy and adopt a coaching line management style that empowers and develops individuals, enhances team collaboration, supports wellbeing and facilitates effective, robust decision-making and impact.
- Lead the charity through our next period of (rapid) growth - helping us accelerate our ability to be there for more young people, and doing so in a way that is sustainable and mindful of the wellbeing of our people.
- Model organisational values and commitment to anti-racism, justice, equity, diversity and inclusion; in particular ensuring all young people, staff and volunteers are valued equally.

## Governance

- Develop good working relationships and make sure systems and structures are in place for our Board of Trustees to fulfil its statutory responsibilities and exercise effective governance over YoungMinds affairs.
- Report to the Board on progress against key strategic objectives, providing information and accountability for organisational performance.
- Advise and make recommendations to the Board in all aspects of leading the charity, including short term and long-term strategic planning for service delivery, the financial health of the organisation, human resources management, fundraising, communication/PR.
- Identify and put in place effective risk management strategies and frameworks to measure progress against our objectives.
- Make sure that YoungMinds meets its statutory and other obligations as a registered charity and a company limited by guarantee, and that good governance is at the heart of the charity, actively problem solving when issues arise.

## General: as with all YoungMinds employees, you will also be expected to:

- Work in accordance with the organisation's Vision, Mission and Values and all policies and procedures.
- Support a culture of care for the young people we work with, staff, and volunteers, including ultimate responsibility for Safeguarding supported by our Director of Training & Services, Safeguarding Lead and Safeguarding trustee.
- Contribute to the culture of YoungMinds by joining in our events, campaigns, activities and supporting our fundraising, including those in evenings or at weekends.
- Understanding and actively seeking to evolve the organisation's and your own use of data and technology to improve our effectiveness and meet the needs of young people.
- Ensure a privacy-led approach to data, ensuring individual and team requirements for responsible management of data.
- Embed anti-oppressive and anti-racist practices in your day-to-day work.

*YoungMinds is committed to anti discriminatory policies and practices and it is essential that the post holder is willing and able to make a positive contribution to the promotion and implementation of YoungMinds' Equality & Diversity Policy. YoungMinds is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.*



# Person Specification

## Experience

- Bring leadership experience from an organisation that places values and purpose at the centre of its work .
- **\*Experience supporting and driving an organisation through sustainable and impactful growth, embracing a commercial mindset where appropriate.**
- Experience of strategy development and operational implementation in a growing organisation.

## Knowledge and understanding

- **\*Bring insight into the needs, trends, expectations and behaviours of younger generations and understanding of how to involve young people in decision making a meaningful way.**
- **\*Practical knowledge of working in a data-driven, digital first organisation.**
- Understanding of the mental health landscape or willingness to learn about how these systems work and impact young people.
- **\*Knowledge of charity governance, policy frameworks and the statutory context in which we operate including child protection, charity commission rules and data privacy.**

## Skills and Abilities

- **\*Leadership skills that show ability to inspire, coach, motivate and develop individuals and teams.**
- **\*Demonstrates commitment to AJEDI principles with the ability to lead AJEDI work in the organisation, with awareness of your own privilege and bias.**
- **\*Demonstrable commitment to YoungMinds' mission and values**
- Able to communicate well with diverse audiences including young people, and to act as a spokesperson for the charity and young people's needs with media, and influence politicians, policy makers, corporate partners and funders .
- Demonstrates balancing brave strategic thinking towards a compelling vision with ability to manage risk in processes and finances.

**\*In bold is the criteria that will be used to shortlist applicants**



# Terms of appointment

**Contract**

Permanent

**Salary**

The salary for this role is £100,000-£110,000. We are open to job-share applications.

**Location**

Hybrid working with presence in London for specific meetings and events, dependant on business need.

**Work Pattern**

Full time, 35-hours, 5 days a week.

**Pension and other benefits****Pension**

Employer 5% with minimum employee contribution at 3%. Subject to terms and conditions, pension contributions will begin automatically.

**Holiday**

25 days plus 8 bank holidays and 3 days off for Christmas closure (pro-rated for part time) + an extra 2 days after 3 years' service.

Employee Assistance Programme

Monthly activities such as Lunch and Learn and Book Club

Cycle to work Scheme

Travel loan (Available on completed probation)

25% off Osteopathy appointments at the British School of Osteopathy. Commitment to continued professional development

Access to Corporate Membership Prices for TasteCard

Free yearly eye test and money towards your glasses

Discounts at local cafes incl. 10% off at Absolutely Starving

**Enhanced DBS Check**

DBS check: YoungMinds asks employees to complete a Disclosure and Barring Service (Criminal Records Bureau) Check. This role will be eligible for an ENHANCED LEVEL check. NB: A previous conviction will not necessarily prevent you from joining YoungMinds. YoungMinds is committed to treating all applicants and employees fairly.

**References**

5 years references required as part of our safer recruitment policy

# How to apply

If you would like discuss the role before making an application please contact Rebecca O'Connor at [Rebecca.oconnor@starfishsearch.com](mailto:Rebecca.oconnor@starfishsearch.com)

To make an application, please go to <https://starfishsearch.com/jobs/youngminds-ce/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- We would like you to answer the six questions accessed via the Starfish website either in writing (up to 2 sides) or by video (video length 7-10 minutes) You can find information below on how to upload your video covering file to the application [here](#).

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:** Monday 31st October 2022

**Preliminary interviews with Starfish:** w/c 14th November 2022

**Meetings with Youth Panel:** w/c 28th November 2022

**Final stage interviews at YoungMinds' office:** w/c 5th December 2022

Please let us know if you cannot make any of the key dates above in person. A virtual final interview may be possible in exceptional circumstances.

