

CEO- MENTAL HEALTH FIRST AID (MHFA) England

I am delighted that you are considering applying for the role of Chief Executive Officer for Mental Health First Aid England. Simon Blake will be a hard act to follow though he leaves the organisation very well positioned with a clear vision and a strong senior team. This really is a very exciting time to be joining MHFA England as we seek a CEO to help develop our next 5-year strategy.

MHFA England Community Interest Company (CIC) is a social enterprise, a company without shareholders. It offers expert guidance and training to support mental health, in the workplace and beyond. The Association of Mental Health First Aiders is a not-for-profit company limited by guarantee and is a subsidiary of MHFA England CIC. It's led by MHFA England's interim Chief Executive and the Association's Managing Director, Sarah McIntosh.

Advocating for the nation's mental health is at the heart of everything we do. Together we will create a society where everyone's mental health matters.

We want a society where everyone can thrive. We believe in zero stigma surrounding mental health. We want mental health to be openly discussed and supported.

We want our training to create an unshakable belief that we can all talk freely about mental health and seek support when we need it. We will achieve this through our mission to train one in ten people in mental health awareness and skills.

The role as CEO is not just one of running our organisation but of changing the face of mental health in the UK. It is a role with limitless opportunities for the right candidate.

I Chair our Board and am supported by 3 Directors.

There is a small Senior Leadership Team comprising Sarah McIntosh our Interim CEO, Pardeep Dhooper our Director of Finance and Operations, Vicki Cockman our Director of Training & Consultancy and Emily Thompson-Bell our Interim Director of Delivery. We have a dedicated central team of about 80 members of staff, based at our head office in London.

I do hope that having read through the information pack you will decide to apply, and I look forward to receiving your application.

With best wishes,



Adah Parris
Chair
MHFA England

Our mission is to train one in ten people in mental health awareness and skills.

Our evidenced-based training gives people the skills to spot the signs of poor mental health, the confidence to start a conversation and the knowledge to signpost appropriate support. Together we can make a lasting difference. To workplaces. To individuals. And to society.

Transforming workplace mental health

Most adults spend at least a third of their time at work. We start there to change how society deals with mental health now and in the future. We provide in-house training and consultancy to organisations of all shapes and sizes.

Through working with over 20,000 employers, we know that each organisation's culture is unique, and the key to maintaining a mentally healthy workplace is understanding the people within it.

Profit with pride - We're proud to be a social enterprise

As a social enterprise, all our profits are reinvested into providing quality mental health training to all. Those who train with us are helping to improve the mental health of the nation and increasing access to our courses for those who need it most.

Our History

Mental Health First Aid training came to England in 2007. The Department of Health: National Institute of Mental Health in England (NIMHE) developed and launched the programme as part of a national approach to improve public mental health. In January of that year, the first 14 National Trainers were trained by MHFA Scotland.

We've come a long way over the years – we now have over 2,500 Instructor Members and together we have since reached over a million people trained in mental health and over 20,000 organisations. Plus, there are over half a million MHFAiders® in England providing support and breaking down barriers and stigma surrounding mental health.

We are a Licensed Provider of Mental Health First Aid training from MHFA International. Based in Australia, MHFA International is a not-for-profit organisation that develops, delivers and evaluates accredited mental health training programmes.

The Mental Health First Aid programme began in Australia in 2000 and has since evolved into a global movement that is delivered by an active community of licensed

providers in 24 countries. To date, over 4 million people worldwide have been trained.

Our Impact

We are the market-leading provider of quality, evidence-based mental health training and the national authority on mental health. 92% of our learners say they have a better understanding of mental health following their MHFA England course.

Research from Deloitte revealed the cost to employers from poor mental health has risen to £51 billion in 2023-2024 from £45 billion in 2019.

Deloitte's study also found that 27% of UK employees either left their job in 2023 or were planning to leave in 2024, with 59% saying this was because of poor mental health.

Our MHFA training is proven to make a lasting difference, building knowledge and confidence in mental health support so everyone can thrive at work.

Our training, consultancy, and campaigning is paving the way for positive mental health in the workplace. Our courses and post-training support help to protect people's mental health and prevent issues from escalating.

Organisations we work with have seen increases of up to 75% in referrals for common mental health issues to their occupational health services, showing staff feel they can talk more freely about their mental health and seek support when they need it.

Leading by example

We lead by example with an organisation-wide approach to wellbeing. We support our employees' physical and mental health in a range of ways, including:

- Flexible ways of working (including compressed working hours with an option to work a four-day week or a nine-day fortnight)
- 25 days annual leave, plus bank holidays
- Two wellbeing weeks a year in summer and winter where the whole organisation closes – on top of the annual leave allowance – to allow everyone in the organisation to fully rest and recharge
- Free MHFA® training
- Employee assistance programme (EAP) with access to a helpline, occupational health, and counselling
- Enhanced parental leave

- Healthcare cashback plan with Medicash, to include money back for eye tests, dental checks, vaccinations and therapies
- Generous salary sacrifice pension scheme and financial wellbeing support through our partnership with Mintago
- Office space designed with wellbeing in mind
- Cycle to work scheme
- Bonusly rewards platform, so everyone can give and receive recognition for great work that aligns with our values
- Full team parties to celebrate achievements together
- Free lunch after monthly full team meetings
- Free weekly fruit
- Access to an online learning hub with a range of professional and personal development courses

Awards and accreditations

As a result of our sector leading approach to wellbeing, we have been awarded a number of workplace awards and accreditations including One of the UK's Best Workplaces™ 2024 (Medium category - 51-250 employees) by Great Place to Work®.

In addition we have also been awarded one of the UK's Best Workplaces in Education & Training™. The list was revealed by Great Place to Work UK®, recognising MHFA England among the list of organisations in the 'small to medium' category.

- One of the UK's Best Workplaces for Women 2023
- Signatory of the Menopause Workplace Pledge
- Awarded Race Equality Matters Trailblazer Silver status for our work in tackling race inequality
- Disability Confident Leader
- Mindful Employer
- London Healthy Workplace Charter
- UK Social Enterprise Roll of Honor 2020 for our social impact supporting the mental health of the nation during the pandemic

JOB DESCRIPTION

Chief Executive Officer

Team: Executive team

Responsible to: Chair of the Board

Location: Hybrid, with some travel to London office expected.

Overall purpose of the role

The CEO will report to the Chair of the Board, and will have delegated accountability for the vision, strategic development and direction of the business to ensure continued growth and success. They will have the ability to lead and inspire the Leadership Team to plan, monitor and deliver services effectively and, in conjunction with the Board of Directors, will ensure the highest standards of governance are implemented. They will represent the organisation externally and enhance our reputation and business developments with key stakeholders.

Key Responsibilities

Strategic development and direction

1. Accountable to the Board for setting and delivering the MHFA England strategy, plan and objectives
2. Inspire and lead the Leadership Team to develop and innovate
3. Set and model the culture and tone of the organisation
4. Guide the Board and Leadership Team in business development and investment decisions

Governance

1. Take overall responsibility for the legal, risk and statutory requirements of MHFA England Community Interest Company and Association of Mental Health First Aiders
2. Work with the Board to provide scrutiny, monitor activities and review progress towards achieving the objectives agreed
3. Monitor and scrutinise the financial reports, accounts and cash flow, ensuring that the interests of the business are maintained and promoted
4. Ensure all strategic risks on the risk register are analysed, scrutinised and mitigated effectively
5. Provide oversight and governance of ethical decisions on commercial activities and developments

Promote and build MHFA England

1. Position MHFA England as the leading brand in mental health training in England
2. Be a champion of difference and thought leadership to ensure we remain leaders in the field of mental health training
3. Understand and influence the current public mental health landscape, particularly on the role technology is playing in society and mental health and ensure that MHFA England are heard and influence future policy and government direction
4. Develop and build on the existing social enterprise model to safeguard the future finances of MHFA England
5. Maintain and promote a consistent and positive brand profile
6. Establish strong and sustainable relationships with new and existing partners

Other Responsibilities:

1. To undertake other such duties in line with the function of the post as required by MHFA England CIC and Association of Mental Health First Aiders.
2. Ensure that good practice, policy and brand guidelines are adhered to.
3. Promote and model our equality and diversity framework.
4. Promote and model our policies and processes including our values and ethos.
5. Actively participate in the wider life of MHFA England.

Person specification

	Essential	Desirable
Experience / Qualifications	<ul style="list-style-type: none"> - Be renowned as a champion of difference - Experienced and successful figurehead for a values-based organisation - Experienced leader of successful organisations - A successful track record in managing and leading organisations through periods of change - Demonstrable experience of developing successful commercial organisations - Successfully leading hybrid working organisations - Experienced in media interviews and engagement 	<ul style="list-style-type: none"> - Outstanding reputation in mental health or other area of difference
Knowledge	<ul style="list-style-type: none"> - Executive level experience in governance and understanding of what makes an organisation successful - Politically savvy and able to influence at the highest levels 	<ul style="list-style-type: none"> - Mental health and the impact that technology can have - Health and wellbeing - Difference and discrimination - Well-connected and willing to share contacts

	Essential	Desirable
Skills/ Abilities	<ul style="list-style-type: none"> - A visionary leader with people skills that develop, coach and lead successful teams - An ability to present persuasively and promote MHFA England and Association of Mental Health First Aiders 	<ul style="list-style-type: none"> - Commercial acumen, financial literacy and business development skills in the context of a social enterprise
Competencies	<ul style="list-style-type: none"> - An eminent communicator with positive public reputation and able to promote our brand and vision - Well-developed emotional intelligence - Manages competing priorities - Creative and curious - Resilient, authentic and empathetic 	

What We Offer You

We are committed to rewarding our employees with competitive pay, a flexible and supportive workplace, opportunities to grow and develop, and our promise that we will put your wellbeing first. The salary for this role is £128k.

Looking after you

- 25 days annual leave plus bank holidays (pro rata)
- Two wellbeing breaks, in summer and winter, on top of annual leave allowance
- Free Mental Health First Aid training
- Free Suicide First Aid training
- Healthcare Cashback plan from Medicash, including money back for vaccinations, eyecare, dental work and therapies
- Pension death benefit

- Enhanced maternity and paternity leave
- Cycle to work scheme

At work

- Commitment to the London Living Wage
- Matched Salary Sacrifice Pension Scheme (up to 5%), and financial wellbeing support through Mintago
- Flexible working hours and access to flexible ways of working, including compressed hours
- Discretionary annual bonus, when the business does well
- Bonusly platform for staff recognition
- Performance Development Reviews, focussing on your learning and progression
- Line managers trained in Mental Health Skills for Managers
- A home working allowance to support you to work remotely

Values and culture

- We work by our values – ambitious for change, ahead of the curve, community builders, focused on impact, caring and equitable
- Wellbeing is at the heart of all that we do and say, we are friendly and supportive
- Committed to be an anti-racist organisation, focused on equality, diversity and inclusion
- Ways to have your say, including regular engagement sessions at team meetings and feedback surveys
- Compassionate leave, if you need it
- Commitment to volunteering - 2 days per year

Social and collective

- Full team quizzes
- MHFA Radio
- Monthly birthday celebrations and lunch together
- Social events
- Regular anchor days in the office with opportunities to share your ideas

Personal growth

- Online learning opportunities through GoodHabitZ
- Opportunities for secondments, promotion and progression
- Opportunity to take sabbaticals
- Opportunities for learning on multiple subjects

Empowering People

1. We have an unwavering commitment to diversity, to enable each and every one of our people to have a full sense of belonging within and across our organisation. Our people are empowered to bring their whole selves to work and celebrate diversity in all its glory. We run **regular lunch and learn sessions** to explore and stay educated on a range of diversity, inclusion and equality topics.
2. It is our collective responsibility to create and sustain an inclusive environment. Our Inclusion Network advocates for diversity and accessibility across the organisation and ensures that everyone has an opportunity to be heard.
3. We celebrate **key moments and events**, such as Pride in London, Black History Month and International Women's Day because they reflect the diverse makeup of our people. We recognise that our diversity makes us stronger, more innovative, more creative and this all helps us in better serving our people, our customers and our communities.
4. We are an equal opportunities employer, and we positively encourage applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender identity, religion or belief, marital status, pregnancy or maternity leave status. We are especially keen to encourage applications from people currently underrepresented within the organisation, including but not limited to people from the LGBT+ community, people with disabilities, and people from a Black, Asian or Minority Ethnic background.

How to Apply

Please submit

- A comprehensive CV including details of your achievements in each role.
- A supporting statement. This should clearly set out how you meet each of the criteria set out in the person specification. You should provide evidence in your statement; and not simply a broad claim to have done it - give us examples and dimensions; tell us what this achieved and how it helped meet your organisations' goals.
- Details of two referees, one of whom should be with regards to your current or most recent board level role and let us know whether you would be happy for us to contact them as part of the process. Referees will not, of course, be contacted without your prior consent. Please ensure that you indicate in your application any dates when you will not be available, or where we might have difficulty in contacting you. Please let us know of any accessibility accommodations you may require.

Closing date for applications is midnight Tuesday 15 October 2024.

Shortlisted candidates will be invited to a formal interview with the Chair and members of the Board on Monday 4 November 2024.

By applying for this job, you are confirming that you have read the MHFA England Privacy Notice and accept the conditions under which your details will be processed.