

Chief Executive Officer Job Pack 2026

Pembrokeshire and Carmarthen Mind Sir Benfro a Chaerfyrddin



Chairman's welcome

Thank you for your interest in leading Pembrokeshire and Carmarthen Mind as our next Chief Executive Officer [CEO].

Our previous CEO has led the organisation with kindness and professionalism for the last 25 years. On her retirement, she will be leaving the organisation in a very healthy position. With a dedicated staff team (of 40+ people), a strong welcoming community, a healthy financial position and with significant assets. These include our 3 centres and a number of flats providing a home for people experiencing mental health problems.

Involvement and participation is really important to us. Recently Pembrokeshire and Carmarthen Mind has hosted a series of focus groups across our communities, with clients, staff, volunteers, trustees, and external stakeholders. The purpose of this work was to ensure that the future CEO reflects the needs, priorities, and values of our whole community. This feedback has influenced everything from this pack, to the format of the interviews and who we will be looking to employ. Thank you to everyone who got involved.

We are looking for a new CEO to lead in a similar spirit. Someone who embraces our current strengths and will build upon these to develop high quality services that meet the needs of our community now and in the future.

We're looking for someone inspirational, approachable, open-minded, with great communication skills and a genuine passion for supporting people experiencing mental health problems, their families, friends and their carers to live their best lives.

If this sounds like you, we'd love to hear from you. Details on how to apply can be found at the back of this pack.

Good luck with your application.

Derek Lloyd, Chairman

About us

For more than 30 years, Pembrokeshire and Carmarthen Mind has supported people across the Pembrokeshire and Carmarthen Local Authority areas and the Hywel Dda University Health Board region. Our services are designed to meet the diverse needs of our local communities, offering compassionate, practical support to anyone experiencing mental health challenges.

Everything we do is grounded in a person-centred approach and we work alongside people living with mild to moderate anxiety and depression, personality disorders, and long-term or enduring mental health conditions.

We also support individuals with dual diagnoses, including substance misuse, learning disabilities, and those who are neurodivergent or on the autistic spectrum.

Our work extends to families, friends, and carers, helping them to sustain the vital support they provide while also prioritising their own wellbeing

Our values are:

Choice | Dignity | Equality
Privacy | Independence | Rights



Why our services matter

Mental health challenges affect people from all walks of life, and the need for accessible, person-centred support continues to grow. Conditions such as anxiety, depression, and other long-term mental health difficulties remain some of the most common health issues faced by individuals, families, and communities.

Across the UK, many people experience significant impacts on their daily lives, relationships, and wellbeing because of mental health problems. The wider effects on families, carers, and support networks can also be profound, highlighting the importance of early help, ongoing support, and community-based services.

We continue to provide our services because compassionate, local support can make a meaningful difference, helping people build resilience, maintain independence, and find hope during difficult times

We are committed to working collaboratively with a broad range of partners across statutory services, the voluntary sector, social enterprises, and independent providers. By working together, we ensure that the people who use our services receive coordinated, effective support and have the best possible opportunity to maintain and strengthen their mental health over the long term.

Looking ahead

Our strong community of clients, staff, volunteers, trustees, and external stakeholders met to identify our priorities.

We're looking for someone who shares our priorities and can use them to maintain clear strategic direction, ensuring that everything we do remains aligned with these and our vision, mission and values.

Our priority themes

**We
support
minds**

throughout
life's
changes

**We
connect
minds**

across our
local
community

**We
change
minds**

supporting
causes that
matter to
us.

**We
are
mind**

stronger
together.

What we want to achieve

To be the
go-to for
better
mental
health and
wellbeing.

To be more
visible, not
just to
those
looking for
us.

To see
improved
attitudes
to mental
health.

To unite
local,
regional
and
national
voices.

Who we're looking for

We're looking for an experienced, confident and compassionate leader who can balance people, purpose and performance.

You will be responsible for implementing the organisation's strategy, as set by the Board of Trustees, leading staff and volunteers, overseeing services and finances, and ensuring strong governance and compliance.

You will maintain our welcoming, inclusive culture while planning for the future: identifying opportunities, developing new partnerships and income streams, managing risks, and making sure the charity is financially sustainable.

You will be a great listener, ensuring that our community feels heard. You will amplify their voices locally, regionally and nationally. These views will also inform the design, development and delivery of all our high quality services.

Thoughts from our community

You are:

Someone who values the culture we've created

Someone welcoming and understanding

Someone who shows respect

Someone to fight for us

Someone who is genuinely happy to make contact with everyone
(not just management)

Someone with vision

Someone inspiring, with presence and confidence

Able to show up with encouragement even when times are tough

Kind

Empathetic

Approachable

Working with us

Where we work

We work across Pembrokeshire and Carmarthenshire.

Pembrokeshire is a coastal county in south-west Wales, celebrated for having the UK's only predominantly coastal national park and some of Britain's most appreciated sites - for example Tenby.

Carmarthenshire is the largest historic county by land area in Wales, spanning from the dramatic beaches of Carmarthen Bay up to the rugged peaks of the Bannau Brycheiniog (Brecon Beacons) National Park.

Our counties may be beautiful but they come with their own issues. We experience an ageing population, a lack of opportunity for young people, poverty, rurality and difficulty accessing services amongst other challenges.

How and when you'll work

This role is 35 hours per week Monday to Friday with occasional evening and weekend work where necessary.

In recent feedback with our staff, volunteers and clients, visibility was highlighted as something really important to us. This is not a 9-5 home office role. Primarily based in an office at our Haverfordwest centre, you will be expected to lead visibly and spend time between our 3 centres in Carmarthen, Haverfordwest and Pembroke Dock supported with some home working. We look forward to welcoming you into our community.

Equal opportunities

We strongly encourage applicants from all backgrounds to apply, including those from underrepresented communities.



What we can offer you

Working Culture

- ‘The best place i’ve ever worked!’ (from one of our team)
- Being part of a welcoming, supportive community
- Contributing to the Mind federation across Wales and England- making a difference nationally
- Personalised induction journey to help you settle in successfully.
- We are a learning organisation and encourage staff training and development. Through your Individual Learning Plan we’ll support you to support us.
- Mentoring from an experienced sector leader

Rewards

- A competitive salary
- Workplace pension (we make a 3% contribution)
- Reasonable expenses paid

Time off

- Annual leave allowance of 25 days plus 8 bank holidays
- An extra day’s leave earned for each year up to five years.

Health and Lifestyle

- Employee Assistance Programme (Employee advice line and savings from leading name brands, restaurants, and cinemas)
- We’ll pay your eye tests
- Technology loan scheme



Job description

Job Title	Chief Executive Officer (CEO)
Salary	£50,000-£55,000 per annum
Hours	35
Start Date	January 2027 (with December Induction)
Contract Length	Permanent
Line Manager	Chairman, Board of Trustees
Location	On site. Split between Haverfordwest Office. Our centres in Haverfordwest, Pembroke Dock, and Carmarthen.

Job Specification

Leadership and Strategic Management

- Provide strong and visible leadership to staff, volunteers, funders and stakeholders
- Collaborate with the Board of Trustees keeping them informed and engaged in key decisions
- Maintain strategic direction ensuring its continued alignment with our vision, mission and values.
- Act as a bridge between the board of trustees and service delivery team providing opportunity for meaningful engagement.
- Champion innovation and evidence-based practice, ensuring Pembrokeshire and Carmarthen Mind remains a well-respected sector leader in supporting people experiencing mental health problems, their carers, families and friends.

Operational Oversight

- Oversee the effective delivery of all programmes and operations.
- Establish schemes of delegation to ensure all processes are managed effectively.
- Monitor the external environment to respond proactively to risks and opportunities.

Financial and Resource Management

- Ensure robust financial management, maintaining a balanced budget and overall organisational sustainability.
- Lead on diversifying income streams and building long-term funding partnerships to ensure financial resilience.
- Ensure that all financial reporting obligations are met in relation to submissions for funding, grant aid, contracts and any other initiatives.
- Ensure resources are allocated effectively to maximise impact.

Governance and Compliance

- Work closely with the Board of Trustees to uphold governance standards and regulatory compliance.
- Provide clear, timely updates and reports to the Board on organisational performance and risks.
- Work within the Mind Federation Agreement and the Mind Quality Mark.

Team Leadership and culture

- Support and inspire the team, fostering a culture of enthusiasm, collaboration and high-quality service delivery. Professional and caring.
- Continue to build confidence among staff, volunteers, clients and stakeholders in the organisation's leadership and manage change effectively.
- Motivate and energise staff and volunteers, ensuring they feel supported and empowered to deliver their best work.
- Foster an agile, adaptive working environment that embraces flexibility, continuous learning and collaboration to enhance organisational responsiveness and innovation.

Public Relations and Relationship Management

- Act as the public face of Pembrokeshire and Carmarthen Mind representing its interests to funders, partners, government and other stakeholders.
- Secure and enhance relationships with new and existing donors, funders, partners and other stakeholders.
- Actively promote and sell the charity's services and programmes to external audiences to boost revenue.
- Liaise with Mind/Mind Cymru/One Mind in Wales and actively contribute to its work at local, regional and national levels where appropriate.

Corporate Responsibilities

- Lead on organisational cohesion, encouraging cross-team working and a problem-solving approach.
- Work in line with Pembrokeshire and Carmarthen Mind's Vision, Mission, Values and Code of Conduct.
- Take personal responsibility and ensure compliance with corporate policies, including safeguarding, confidentiality, health and safety, data protection, finance and risk management across the organisation.
- Support a digital-first and collaborative approach to all work.
- Champion and promote equality and diversity across the organisation.
- Ensure lived experience voice and experience inform the design, development and delivery of all services.



Person Specification

Skills and competencies

- Exceptional leadership skills
- Strong decision-making and problem-solving abilities, with a focus on pragmatism and adaptability
- Excellent interpersonal and communication skills, able to inspire confidence across all levels of our diverse stakeholders
- Ability to influence external change and to earn and maintain the trust of those people involved, especially funding bodies and donors
- Ability to research and interpret complex information and to communicate it effectively in person and in writing
- Proven ability to devise and implement strategic development and resource plans, particularly in the areas of service development, staff development and the management of change
- Proven ability to develop quality standards and monitor service delivery against agreed targets
- Financial literacy, including experience managing budgets and ensuring organisational sustainability

Experience

- Substantial experience in senior leadership roles, ideally within the charity or not-for-profit sector
- Proven track record of working effectively with Boards of Trustees or equivalent governance bodies
- Experience managing external relationships with funders, donors, government and other stakeholders
- Proven experience in diversifying income streams and generating sustainable funding through a mix of fundraising, partnerships and innovative income strategies

Knowledge

- You'll need strong knowledge and understanding of NHS and Local Authority structures, as well as health and social care legislation in Wales.
- Awareness of challenges and opportunities in the voluntary and community sector
- Knowledge of governance and risk management best practices

Attributes

- Resilient, resourceful, and results-oriented, with a calm and measured approach to challenges
- Inspirational people person who ensures everyone across all levels feels listened to
- High levels of integrity, professionalism, and accountability
- Commitment to our mission and a strong sense of social responsibility

Corporate

- A commitment to the Mind Network and to improving the lives of the 1 in 4 people experiencing mental health problems
- Able to work confidentially in a digital office, including standard Microsoft Office software packages and CRM bases and identifying opportunities to use digital to improve efficiency
- Highly developed understanding of the principles of equality, diversity and inclusion and how it affects the organisation
- Ability to work flexible hours including occasional evenings and weekends across Pembrokeshire and Carmarthen.

Desirable

- Ability to communicate in Welsh
- A connection to our region



Ready to lead?

If you are interested in becoming Pembrokeshire and Carmarthen Mind's next permanent Chief Executive Officer, please complete our application form and attach your CV.

Application form can be found at: www.pcmind.org.uk/jobs

Please demonstrate your ability to match the person specification by expanding on how your experience, training and/or qualifications might have provided you with the knowledge or skills required for the role. Successful candidates will be appointed on merit.

We would like to take this opportunity to remind you that you will require an existing right to work in the UK for us to progress your application.

This role also requires a Disclosure and Barring Service (DBS) check.

Must have a valid driving license and own vehicle for travel between sites (mileage paid).

If you have any questions about your application or the application process, please contact recruitment@pcmind.org.uk

Closing date for this role will be 12:00 midday 30.09.26

Interviews will be held on week commencing 19.10.26

