



Mentell



CHIEF EXECUTIVE OFFICER - RECRUITMENT PACK

Recruitment of Chief Executive Officer (CEO)

Thank you for your interest in this exciting new role as CEO of Mentell, based primarily in our central Stockport office. The role will be part-time, 25 hours per week, and we are open to conversations about it being delivered over 3 or 4 days per week.

Recruitment Timetable & Process:

Closing Date: 10.00 am Monday 7th October 2024

Interview & presentation: Wednesday 16th/Thursday 17th October 2024

Interviews will take place in Merseyway Innovation Centre, 21 - 23, Merseyway, Stockport, SK1 1PL which is the location of our office.

To Apply: Please provide a **CV** (no more than 3 sides A4) together with a **supporting statement** (also no more than 3 sides of A4).

Your **supporting statement** should include details of why you wish to apply for the post, how you would make a difference to Mentell. It is important that you address the items on the person specification (page 10-14), giving examples of experience or skills wherever possible.

Send your application (CV/Statement/Monitoring Form) by **9.00 am on Monday 7th October** email to: admin@mentell.org.uk

If you would like to discuss any aspect of this post you can book a conversation with our Interim CEO Nick Moore of 13 Consulting via admin@mentell.org.uk **Nick will only be available from Monday 30th September.**

We look forward to receiving your application - do contact us if you have any queries.

Letter from the Chair of Trustees

Dear Candidate

Thank you for your interest in becoming our new Chief Executive Officer.

Suicide rates throughout the UK have been increasing. Unfortunately, 2023 marked an increase from the previous three years, totalling 5,579 individuals in a single year; roughly 75% were male and suicide is the biggest killer of men aged under 50. As shocking as the statistics are, the bare numbers do not fully convey the emotional impact each family member has to endure when another number is registered.

In July 2017, a group of men from Stockport wanted to do something about this and opened up a safe and confidential space for men to talk, free from advice and judgment. That weekly space on a Monday evening became known as Mentell. Little did we know then that a tiny seed of hope planted by seven strangers in a scout hut would birth a national men's mental health charity, which registered with the Charity Commission in January 2020.

Mentell's work involves two primary strands that combine to form the journey for men into our services - raising awareness of men's mental health through the Community Team and providing weekly men's groups through the Service Delivery Team. Groups are open to all men aged 18+ to talk in a safe and confidential space, free from advice and judgement. These are all facilitated by trained volunteers according to the Mentell 7 Principles:

- Safety
- Confidentiality
- Respect
- Free of judgement
- Free of commitment
- Free of advice
- Freedom to share or to listen

In 2023, 1,612 new men joined Mentell; the vast majority of those attended one of our in-person or online Mentell circles - a significant increase from the previous year. The secret has been creating a community where men can be heard and seen without needing to be 'fixed'; something our society seldom offers. This is only possible with the army of volunteers, including our trained and DBS-vetted facilitators, who open the doors week in and week out, and community champions, who raise awareness of Mentell at numerous events and in pubs, bars, and barber shops. From its origins in 2017 Mentell has grown significantly, with income exceeding £350,000 in 2023. In addition to the *Turn Your Borough Blue* (TYBB) community outreach men are increasingly referred to our services via NHS practitioners and social prescribers,

making us an important part of the mental health infrastructure. We are growing our partnerships with referrers, local authorities, corporate supporters and philanthropists that have caught the Mentell vision. All of this brings an increasing requirement for high quality service delivery, effective impact reporting and efficient administration, governance and management.

During 2024 we launched our first major recruitment drive for volunteer facilitators for several years, resulting in a cohort of great men currently being trained and mentored. In addition to boosting the resilience of existing circles we are planning expansion in early 2025 so that we can serve even more men.

The year has also seen us establish our first permanent office space, in the Innovation Centre in the heart of Stockport, and we are rolling out increased systemisation of weekly operations to boost efficiency and enable better and more secure data collection to aid management and assist in impact reporting.

Part of our growth and our effectiveness have been achieved by utilising compelling stories from men that are brave enough and generous enough to share their experiences of Mentell. During Mental Health Awareness Week in May 2024 one such story was featured by highly popular LADbible (see: [Dad recalls harrowing day teenage son took his own life as he urges others to speak out \(ladbible.com\)](#)) and autumn will see the launch of our *One Step* campaign. One Step is our first concerted initiative to encourage members and supporters to undertake sponsored challenges to raise awareness of men's mental health and to raise funds for Mentell. The campaign will kick off using the inspirational story of Jacob, a member of our Macclesfield circle, who undertook a **Lake District Ultra Challenge on June 8th, running 100k nonstop for men's mental health**: [link to the Vidyad video here](#)

Despite unprecedented national growth in recent years, the charity has remained true to its roots and as we seek to build on the fantastic progress of the last few years, whilst responding to the urgent need within our society, we are now seeking an inspirational CEO to lead Mentell through its next stages of growth and development.

The CEO will focus on achieving a more effectively joined up approach between the Community and Service Delivery Teams to provide the smoothest journey for men from hearing and acknowledging the importance of their mental health, through signing up and finally taking the step of attending a circle either online or in-person. With high levels of emotional intelligence, empathy and exceptional leadership skills the CEO will work entrepreneurially to continue building our evolving team of core staff, increase the scope and scale of the services, expand partnerships and grow income to ensure ongoing sustainability.

Many of those involved with the charity, including myself, have experienced some of the difficult and tragic impacts of poor men's mental health, so we really welcome applications from those with similar lived experience.

We are excited about our future - despite the challenges of growth and need to continually develop our services and build financial resilience, honouring the aims of those first seven men - a number of whom remain active within the life of Mentell.

Angela Pownall, Chair of Trustees



Mentell's vision is:

To ensure every man 18+ in the UK has a space to talk about issues in their life, no matter how big or small those issues are.

Our mission is to:

1. Develop self-sustaining groups for men to share in.
2. Develop long term referral relationships to raise awareness of the groups
3. Normalise the importance of men talking about their issues.

Our values:

In fulfilling our mission we will:

- Take pride in what we do
- Strive for Excellence
- Put people first
- Act with integrity
- Respect others

Mentell activities:

1) Free to access (weekly) peer to peer support groups for men 18+ to talk in a safe and confidential environment, free from advice and judgement. The service had 100% uptime throughout 2023, supporting 1,612 men across the UK with zero waiting time and operated both face to face and online offerings.

2) The charity also deployed a nationwide campaign called TYBB (Turn Your Borough Blue) that aims to raise awareness for men's mental health and male suicide in places where men have meaningful conversations. This includes Pubs/Bars, Barbers, Coffee Shops, Gyms and Local businesses. We are ready to take this initiative to the next level as part of more wide-ranging to significantly enhance our communications and social media presence.

Evolution of Core team

Although volunteers are the lifeblood of Mentell's services, much of the work is overseen and managed by our staff team that combines employees and freelance contractors. Based in our new Stockport office, this includes a number of remote workers and part of the CEO role will be to increasingly focus work from the office and to promote greater collaboration across functional areas. Much of Mentell's story, vision and continued development is carried by one of the founders, Andy Walker, who is now Head of Projects and Fundraising.

The combination of these factors mean that the incoming CEO will have the opportunity to work with the trustees to lead, shape and consolidate the ever-changing work of Mentell over the next few critical years and to oversee significant growth.

Job Title: Chief Executive Officer - Job Description

Pay: £47,000 to £52,000 pro rata (experience dependent)

Hours: 25 hours per week (Expected to be spread over 4 days per week)

Location: Hybrid: Stockport office 3 days/week, WFH 1 day per week

Direct Report to: Chair of Trustee Board

Reports:

- Head of Projects and Fundraising
- Community Manager
- Service Delivery Team Leader [Post to be finalised]
- Executive Assistant to CEO
- Social Media Manager

Role Overview:

Due to the exponential growth in service demand and revenue streams, Mentell is seeking to recruit a CEO to oversee the charity's short/medium and long-term objectives - primarily to increase the number of men being served by its activities each week.

The successful candidate will be comfortable working in a small team and possess excellent communication skills to keep the trustee board updated.

Mentell is looking for a proven leader with a can-do attitude who wants to work within a dynamic and ever-changing funding landscape with the imagination and willingness to hold the vision for the charity and keep the organisation accountable to its mission.

The role requires the successful candidate to combine providing effective strategic leadership with a willingness to get their hands dirty and engage with various day-to-day tasks. At the heart of the CEO's role will be overseeing the delivery of all Mentell programmes, including its weekly in-person and online groups and its

community activities and awareness raising - all in line with the charity's strategic aim of increasing the number of men being served; i.e. 'Bums on Seats'.

Experience in a VCSE leadership position is essential. The role offers an excellent opportunity to immerse yourself in a fast-growing organisation with the support and backing of a forward-thinking trustee board. You will ultimately act as the gatekeeper for all new business (bids, tenders, commissioned work) and work with the Head of Projects & Fundraising to identify and build strong ongoing partner relationships. Therefore, the successful candidate must possess the people skills to build strong connections within the existing team and be able to represent the whole charity when presenting our service.

Key Responsibilities:

- Through ensuring a joined-up approach between communities and programme teams, lead on the delivery of a seamless journey for men from initial awareness of their mental health needs through to attendance at a circle, whether online or in-person.
- Develop, implement and continually appraise the plan for ongoing service growth - geographically and through pursuing and building new partnerships.
- Ensure that raising awareness of issues relating to men's mental health remains a golden thread running through the charity's entire work and communications, irrespective of whether it results in men accessing Mentell's services or those of another organisation.
- Oversee the growth and management of Mentell's finances, through liaison with the external bookkeeping provider and Independent Examiner.
- Ensure compliance with all Charity Commission requirements and best practice in charity governance.
- Ensure compliance with all applicable legislation, with a particular focus on safeguarding of adults at risk of abuse.
- Ensure compliance with HR legislation and best current practice in partnership with the external HR advice provider.
- Oversee the effective use and development of systems such as Connecteam and Hubspot to both enable efficient operation and communication plus collection and analysis of data to facilitate reporting to funders and other partners.
- Work with the Head of Projects & Fundraising and Community Manager to ensure a pipeline of funding from grants, philanthropy, donors and community fundraising.
- Develop a mental health training service that simultaneously delivers Mentell's mission whilst generating a steady and growing income stream.
- Oversee effective and innovative communications via website, social media and hard-copy promotional materials.

General

- Adhere to and support others to uphold Mentell's Seven Principles.
- Promote Mentell's charitable objects and mission and promote/support Mentell's fundraising where possible.
- Offer a flexible approach to working hours to meet the needs of the organisation.
- Represent Mentell in a professional manner at all times, contributing to marketing and recruitment activities as required.
- Regular travel to meetings across the Mentell area of operation will be required using the postholder's own vehicle.
- Mentell serves men that are experiencing mental health issues for a wide variety of reasons, many of them complex, including suicide. The postholder will need to demonstrate high degrees of empathy and emotional intelligence, plus ability to maintain strict confidences.



Person Specification

	Criteria	Essential or Desirable	How Identified
Skills and Experience	Proven experience delivering programmes and activities within charity sector.	ESSENTIAL	APPLICATION FORM
	Proven ability to lead and line manage staff to deliver and meet their objectives within a dispersed team with various working patterns.	ESSENTIAL	APPLICATION FORM/INTERVIEW
	Proven ability to manage volunteers and support their continual development	ESSENTIAL	APPLICATION FORM/INTERVIEW
	Proven skills in developing and implementing strategic plans, preferably within a charity context	ESSENTIAL	APPLICATION FORM/INTERVIEW
	Proven knowledge and experience in charity governance and compliance, including working with trustee boards.	ESSENTIAL	INTERVIEW

	Demonstrated ability to develop and establish new organisational processes and frameworks.	DESIRABLE	INTERVIEW
	Demonstrable track record in supporting a strategic approach to fundraising, including the production of grant applications, personal/community fundraising and building effective relationships with key funders.	ESSENTIAL	APPLICATION FORM/INTERVIEW
	A clear understanding of the needs of male mental health services, including lived experience of its challenges.	ESSENTIAL	INTERVIEW
	Proven commitment to promoting diversity, equality and inclusion both within the internal organisation and in its delivery of services and activities.	ESSENTIAL	APPLICATION/INTERVIEW

	A clear commitment to Safeguarding, including experience of policy and processes involving the protection and support of vulnerable adults in a voluntary setting.	ESSENTIAL	APPLICATION/INTERVIEW
General & Specialist Knowledge	Ability to work under pressure in a fast-paced environment and respond flexibly to changing situations.	ESSENTIAL	SKILLS TEST/INTERVIEW
	Proactive style with strong organisational skills.	ESSENTIAL	INTERVIEW
	Excellent interpersonal skills and the ability to develop good working relationships with colleagues across the charity - staff, service users and partners.	ESSENTIAL	INTERVIEW
	Excellent communicator - verbal and written.	ESSENTIAL	INTERVIEW
	Diplomatic and professional at all times.	ESSENTIAL	INTERVIEW

	Ability to work effectively both individually, within a team and able to establish good relationships with a wide range of stakeholders, including volunteers.	ESSENTIAL	APPLICATION FORM/INTERVIEW
	Ability to demonstrate strong attention to detail, possess excellent time management skills with the proven ability to prioritise and to delegate work effectively. Ability to effectively meet deadlines.	ESSENTIAL	INTERVIEW
	Experience of using Hubspot, Connecteam, Xero and Slack software	DESIRABLE	APPLICATION FORM/INTERVIEW
	IT literate with excellent MS office and Google Docs skills including Word, Outlook and Excel.	ESSENTIAL	INTERVIEW/SKILLS TEST
	Commitment to the aims and mission of Mentell	ESSENTIAL	APPLICATION FORM/INTERVIEW

	Empathetic nature and the ability to listen without making pre-judgements	DESIRABLE	INTERVIEW
Education & Training	A degree or equivalent in a relevant subject (or ability to demonstrate a proven track record)	ESSENTIAL	APPLICATION FORM/CERTIFICATES
Special Requirements	Willingness and ability to work outside of normal hours, representing Mentell in evenings and on occasional weekends	ESSENTIAL	APPLICATION FORM
	Access to a vehicle for business use and willingness to travel if required	ESSENTIAL	APPLICATION FORM

Current Mentell Staff Team Organisational Chart - Sept 2024



