

Non-Executive Director

Candidate pack – January 2025

I am delighted that you are considering joining Mental Health First Aid England® as a Non-Executive Director. As a Non-Executive Director you will agree and support MHFA England®'s strategy, ensuring the delivery of MHFA England's overall purpose and mission.

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.

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 knowledge, awareness, and skills.

I Chair our Board and am supported by our CEO, Executive team and three Non-Executive Directors.

Our Executive team is made up of Sarah McIntosh our CEO, Pardeep Dhooper our Director of Finance and Operations, Vicki Cockman our Director of Training and Consultancy, and Emily Thompson-Bell our 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 knowledge, 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 to 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 four 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 first aid. 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
- 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™ and one of the UK's Best Workplaces in Charity & Not-For-Profit™. 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

Non-Executive Director

Responsible to: Chair of the Board

Location: Hybrid, with travel to some Board meetings expected

Time commitment: One day per month

Overall purpose of the role

MHFA England are seeking a Non-Executive Director with expertise in marketing, communications, and branding to assist in agreeing and supporting MHFA England's strategy, ensuring the delivery of MHFA's overall purpose and mission as a social enterprise.

The Non-Executive Director will ensure the human and financial resources are available to achieve MHFA England's objectives by providing expertise and guidance.

Key responsibilities

Principle duties

1. Promoting the highest standards of corporate governance in compliance with regulatory, constitutional, legal, financial, and other obligations
2. Overseeing the delivery of MHFA England's strategy and performance
3. Protecting the long-term sustainability of MHFA England
4. Safeguarding the reputation of MHFA England
5. Providing expert insight, understanding, and experience relating to marketing, communications, and branding
6. Leading a Board sub-committee, where required
7. Representing MHFA England at collaboration and network events, and contributing to the development of organisational relationships

Person specification

- Experience and knowledge of marketing, communications, and branding
- An awareness of economic and political changes that may impact MHFA England
- Sound judgement around corporate governance, financial strategy risk and opportunity

- A commitment to social enterprise and MHFA England's values and culture
- Highly developed communication, interpersonal, and teamworking skills
- Partnership-minded, political astute and diplomatic, but able to challenge
- Curious and embraces innovation
- A strong personal commitment to workplace equity

Application details

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
- 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

Key dates

Closing date for applications is **midnight Thursday 13 February 2025**.

Shortlisted candidates will be invited to a formal interview with the Executive team on **Tuesday 4 March 2025** held at our London office. There is the possibility of a second formal interview with the Chair on **Tuesday 11 March 2025** held at our London office. Please ensure you are available on both dates before applying.

We anticipate the successful candidate joining MHFA England on **Monday 24 March 2025** and attending the following meetings:

- All staff conference on **Thursday 27 March 2025** (in-person, London)
- Board meeting on **Monday 31 March 2025** (online)

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.