

Non-Executive Director

I am delighted that you're considering joining Mental Health First Aid England® as a Non-Executive Director. In this role, you'll agree and support our 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. We're the workplace mental health experts, with nearly two decades of experience delivering inclusive, evidence-based training and consultancy to organisations of all shapes and sizes. Together we create mentally healthy workplaces where people, communities, and business thrive.

Advocating for the nation's mental health is at the heart of everything we do. Our vision is of a nation where everyone's mental health matters. We're also the founders of the Association of Mental Health First Aiders – England's first and only membership body for Mental Health First Aiders, supporting over 100,000 members.

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.

I chair our Board and am supported by our Chief Executive, Executive Team, and four Non-Executive Directors.

Our Executive team is made up of Sarah McIntosh, our Chief Executive; Pardeep Dhoofer, 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 60 members of staff, based in central London.

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

With best wishes,



Ada Parris

Chair

MHFA England



MHFA England

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. That's why we focus on the workplace – to change how society manages mental health now and in the future. We deliver training, consultancy, and whole-organisation solutions tailored to what each organisation needs, helping them build effective wellbeing strategies that foster mentally healthy, high-performing teams.

Through working with over 20,000 employers, we understand workplace cultures and know that the key to maintaining mentally healthy workplaces is understanding the people within it.

Employers see a return of £4.70 on average for every £1 spent on staff wellbeing. When people feel mentally healthy at work, organisations thrive.

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 since then – we now have over 2,500 Instructor Members and together we have since reached over a million people trained in mental health. 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.



MHFA England

Our impact

We are the market-leading provider of quality, evidence-based mental health training and the national authority on mental health first aid. 91% of our learners say they have a better understanding of mental health following their MHFA England course. Today, 1 in 35 adults in England have been trained in MHFA knowledge, awareness, and skills.

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 are helping organisations create workplace cultures that foster mentally healthy, high-performing, and productive teams. 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.

Awards and accreditations

As a result of our work as workplace mental health experts and our commitment to our own people's wellbeing, we've been awarded a number of workplace awards and accreditations including One of the UK's Best Workplaces™ 2025 (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 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 2025
- One of the UK's Best Workplaces for Wellbeing 2025
- One of the UK's Best Workplaces for Development 2025
- 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
- Halo Workplace



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 digital transformation, AI and emerging tech to assist in agreeing and supporting MHFA England's strategy, ensuring the delivery of our 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

Principal duties

1. Overseeing the delivery of MHFA England's strategy and performance
2. Protecting the long-term sustainability of MHFA England
3. Safeguarding the reputation of MHFA England
4. Representing MHFA England at collaboration and network events, and contributing to the development of organisational relationships

Person specification

- Board-level experience in one or more of the following:
 - Leading organisations through digital transformation and organisational change.
 - Understanding how artificial intelligence and emerging technologies are reshaping learning, training, skills development and customer expectations.
 - Providing strategic challenge on the effective use of data, CRM, digital platforms and customer insight to improve engagement, retention and organisational performance.
 - Experience overseeing the implementation and optimisation of digital platforms, including websites, CRM systems and learning technologies.

- 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
- Collaborative, solutions-focused and able to provide healthy and supportive 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

If you would like to discuss the role in more detail, or have specific questions, please email people@mhfaengland.org. Please note that MHFA England is closed 27-31 July so all queries will be responded to w/c 3 August.

Key dates

Closing date for applications is noon **Thursday 13 August 2026**.

Shortlisted candidates will be invited to a formal interview online with the Executive team on **Wednesday 19 August** and **Thursday 20 August**. There is the possibility of a second formal interview with the Chair that will take place on **Tuesday 8 September** and **Thursday 10 September**. Please ensure you are available on these interview dates before applying.

We anticipate the successful candidate joining MHFA England on **Monday 14 September** and attending the following meetings:



MHFA England

- Board Meeting: **12 October 2026, in-person**
- Board Meeting and Away Day: **20 January 2027, in-person**

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.