



 **Mind**  
 Rochdale  
 and District

  
 Eastside  
 People

**CEO Candidate  
 Information Pack**



# Welcome

## from our Co-Chairs

Dear Candidate,

Thank you for your interest in the position of Chief Executive Officer at Rochdale and District Mind.

We are a well-established independent charity with high ambition to support more people with mental health and wellbeing needs, in a planned and sustainable way. The backbone of our success lies in the passion, skills, and experiences of our dedicated team who, together with the Board, are eagerly anticipating collaborating with our new CEO.

In the last year we have delivered many changes in our structure and ways of working, changes which were necessary to both respond to today's funding climate and to anticipate what may be ahead. These changes have put us on course for further growth and the new CEO will join at a key time in terms of embedding and building on this change and crucially in shaping the strategy to deliver our vision and in enhancing our impact as a go to partner for mental health and wellbeing services.

A diverse organisation, we actively work to reflect our communities, are justifiably proud that many colleagues, volunteers and trustees have lived experience of multiple inequalities and, started their journey with us by accessing our services. We have a diverse staff team drawn from Black, Asian and other global majorities, reflecting the range of communities with whom we work.

As a local Mind organisation, we are proud members of the national Mind Federation, benefiting from substantial expertise, insight and branding, as well as fostering strong partnerships with our sister organisations across Greater Manchester.

You will have the backing of a dynamic and committed Board of Trustees, with a range of skills and experience that you may readily draw upon. Some of us have been integral parts of this organisation for a considerable duration, while others bring fresh perspectives and skills.

We eagerly anticipate the opportunity to learn more about your vision, leadership style, and how you can contribute to the continued success of Rochdale and District Mind.

Warm wishes

Paul (he/him) & Kate (she/her)

  
 mind Rochdale and District

# About Us

Rochdale and District Mind is a mental health charity that supports people in the community who are facing mental health and wellbeing challenges. Our area of operation is Heywood, Middleton, Rochdale, Bury and N.E. Lancashire. As part of the Mind Federation and the Mind in Greater Manchester partnership, our goal is to ensure that individuals do not face mental health issues alone and can live free from stigma and discrimination.

After a period of sustained growth in the first half of the 2020s, when both our annual turnover and staff numbers doubled, 2025-6 was a year of reflection and consolidation enabling us to both adapt to and anticipate the changes we were seeing from our funders.

As well as actively exploring opportunities to diversify our income streams and partnerships with other third sector providers (including other Mind organisations in our region) we also restructured our support operations to ensure we remain financially sustainable as an independent charity. This has included outsourcing our financial support needs to CASEwork, a CIC company owned by smaller charities, whose specialist services enable us to run smoothly, stay compliant, and focus on impact for our communities.

Our CEO, Philip Bramson, is relocating to the Southeast having successfully led us through this period of consolidation and transition, and we are now embarking on the recruitment of a new CEO who will collaborate with the board to build out our strategic plan for the next three years, strengthen further our existing funder and partner relationships and seek out new opportunities to maximise our impact for those needing support for their mental health and wellbeing.

Our team number 50 dedicated staff members (38 FTE) and over 34 regular volunteers who provide a wide variety of services and activities, such as counselling, group sessions, advocacy, and dementia support primarily from our hubs in Rochdale and Middleton. To ensure our services are effective and rooted in the needs of the community, we have actively involved service users in co-producing our offerings. Our focus is on promoting recovery and wellbeing, empowering individuals to lead meaningful lives.

We look forward to welcoming a dynamic and passionate new CEO who will provide inspiring leadership and strategic guidance ensuring our organisation continues to deliver high-quality services that cater to the nuanced mental health and emotional wellbeing needs of our local community.



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People

[Eastside People](#) is supporting [Rochdale and District Mind](#) in the recruitment for this role.

# Our Vision, Mission and Values

## Our Mission

We exist to ensure that people do not face mental health issues alone and can lead their lives free from stigma and discrimination.

## Our Vision

We provide information and support to empower anyone experiencing mental health issues to improve and maintain their wellbeing. We campaign to improve services, raise awareness, and promote understanding. We promote and protect good mental health and wellbeing for everyone in Heywood, Middleton and Rochdale, Bury and N.E. Lancashire. We will not give up until everyone experiencing a mental health issue gets both support and respect.

## Our Values

Our values reflect those of Mind nationally and inform all aspects of our work and support:

**Open:** We reach out to anyone who needs us

**Together:** We're stronger in partnerships

**Responsive:** We listen, we act

**Independent:** We speak out fearlessly

**Unstoppable:** We never give up



# Equity, Diversity and Inclusion (EDI)

At Rochdale and District Mind, we are dedicated to fostering an inclusive, vibrant culture where our diverse service users receive the best possible care, and our colleagues thrive.

We are proud of the representation of Rochdale's diverse communities among our colleagues and are ambitious to better reflect the communities we serve at all levels of the organisation.

We embed EDI in everything we do, from our observation of Diwali and Ramadan to our celebration of Pride and Black History Month, as well provision of a prayer and peace room, and chairing the Diverse Communities Emotional Wellbeing Forum.

This includes proactively addressing barriers faced by disabled people and ensuring that our services, communications and environments are accessible, inclusive and responsive to different needs. We aim to champion equity by valuing lived experience, challenging discrimination, and creating opportunities for everyone to participate fully. By embedding EDI into our culture, decision making and delivery, we strive to create a welcoming and equitable environment for all.

Recognising our work with Black, Asian, and Minority Ethnic communities, we tackle health inequalities through proactive engagement and community-informed programs like our menopause, women's group, and dementia services.

With 21% of our service users being non-white British, we value diversity for the innovation it brings. Our local community includes 27% Black, Asian, and Minority Ethnic people, 50% male, 50% female, 19% with disabilities, and 10% from the LGBTQIA+ community.



We believe a diverse team and a culture of listening and acting on diverse perspectives are crucial for effective leadership and decision-making.

All team members are expected to demonstrate respect, openness, and constructive challenge.

# What Rochdale and District Minds' clients say...

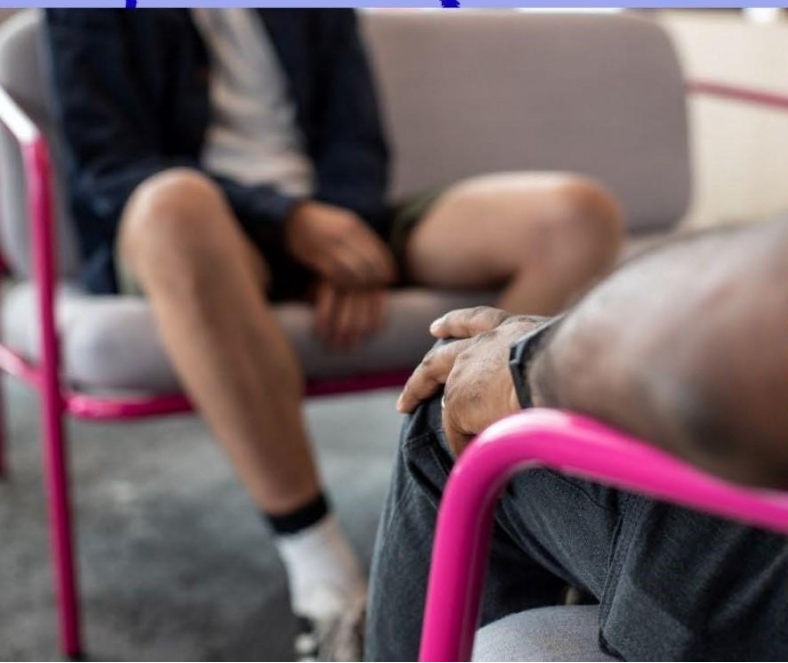
I've realised that I'm not alone and I have somewhere to go that can help. I've learned to try and face things rather than run away.



I feel I understand more of what has happened to me, and my anxiety and how to break my goals down into bite-sized portions.



Such a friendly place where I can really be myself.



# The Opportunity

Rochdale and District Mind has undergone significant growth and transformation in recent years. We have successfully aligned our services and partnership work with the strategic priorities of Greater Manchester's Integrated Care Board. By adapting our services to meet changing mental health needs, we have positioned ourselves well to respond to evolving commissioning, procurement and funding arrangements.

We have also completed a phase of reflection and consolidation in the last year to ensure we remain financially and organisationally sustainable as we embark on the next chapter of our journey. We are now seeking a dynamic and visionary CEO to lead the development and delivery of our next strategic plan, building on our recognised impact for service users while identifying new market and partnering opportunities that support our long term growth and sustainability.

Our teams have experienced considerable change as a result and a key priority will be supporting the new structure, new ways of working and embedding the people culture that will ensure our success. The changes have been widespread, including greater responsibility and independence for line managers and simplifying our back office/support so that they are of the right size for the organisation we are at this time.

This has been a challenging time for all those colleagues affected by the need to change as well as those tasked with taking us forward from here. We are now seeking an inspiring and authentic leader with a demonstrable passion for fostering a positive, compassionate, and inclusive people culture.

You will be a confident leader who thrives from inspiring, uniting, and motivating teams to achieve outstanding results. Highly organised, a strategic thinker able to balance the strategic with operational grip, you will be adept at establishing effective partnerships and genuinely dedicated to creating positive outcomes for those in our community grappling with mental health and emotional wellbeing challenges.

You will be supported by a dedicated and experienced support network that includes our Co-Chairs, the wider Board of Trustees, as well as our committed SLT, staff members and volunteers.

Together, we share a steadfast commitment to advancing the mission of Rochdale and District Mind and making a lasting impact on the well-being of our community. If you are a visionary leader ready to contribute to the next phase of our journey, we would be delighted to receive your application.

# Role Description

## Key information

<b>Location</b>	Drake Street, Rochdale with potential for some hybrid working after an initial embedding period
<b>Responsible to</b>	Co-Chairs and Board
<b>Responsible for</b>	Head of Operations and Head of Business Development & Enablement
<b>Contract</b>	28 hours per week (4 days), permanent
<b>Contractual notice</b>	12 weeks
<b>Salary</b>	£60-£65k, depending on experience, pro rata £48-52k for 28 hours
<b>Annual leave</b>	Full time entitlement 25 days annual leave, rising to 32 days, plus statutory bank holidays. (20 days pro rata)



# Benefits



## Pension Scheme

Auto-enrolment with 3% contribution from the organisation



## 25 Days Annual Leave

Rising with extended service to 32 days per year, plus statutory bank holidays pro rata



## Training

Ongoing training and development opportunities

## Flexible Working

We aim to support you where possible with flexible working arrangements



## Disability Confident Employer

Rochdale and District Mind are proud to be a Disability Confident Employer

## Employee Assistance Programme

We are committed to providing wellbeing opportunities in support of staff



## Mind Quality Mark

Assurance that Rochdale and District Mind is well governed, legally compliant, sustainable and trusted to deliver high quality mental health services



## Chief Executive Officer role description

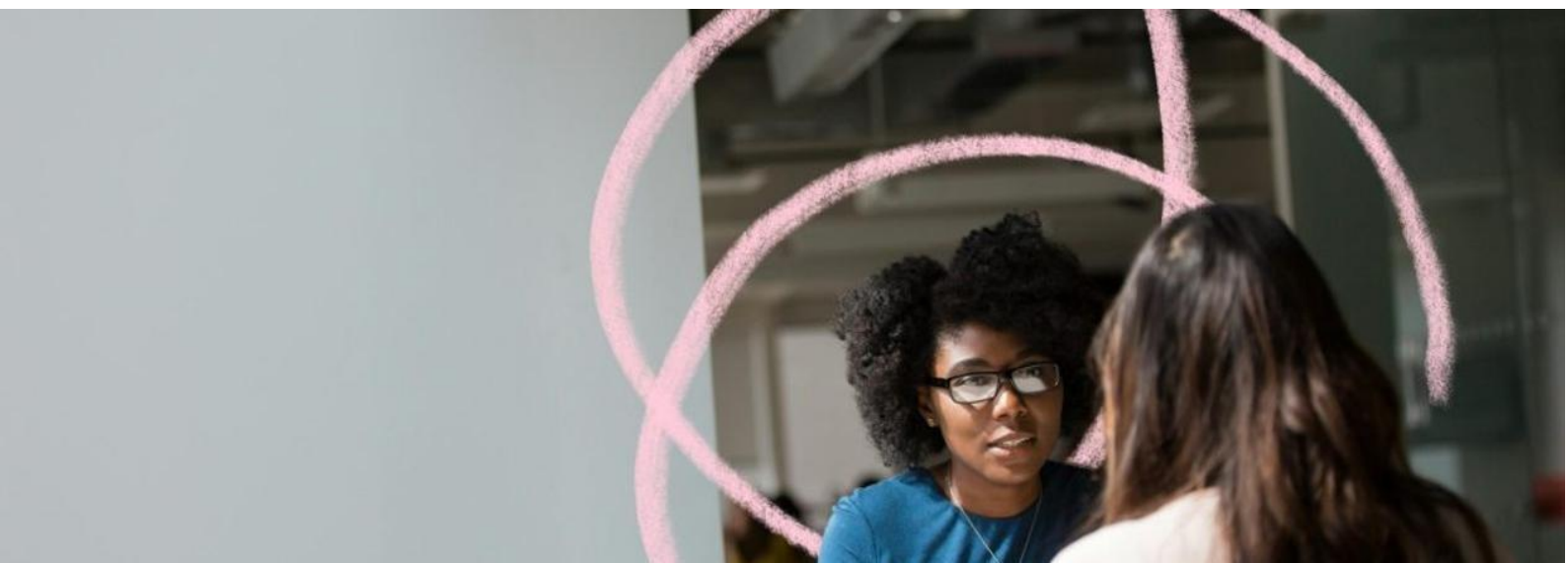
### Overall purpose

- To provide rounded leadership and strategic direction to the organisation aligning all work with our mission, vision and values.
- To inspire and lead the people and management of Rochdale and District Mind, fostering a culture of continuous learning, inclusion and support.
- To maximise Rochdale and District Mind's impact ensuring the best outcomes for people in our community experiencing mental health and emotional wellbeing challenges, closely collaborating with people who use our services.
- To advise the Board of Trustees on the organisation's strategic direction and ensure implementation of board decisions.

### Responsibilities

### Governance

- Ensure strong governance and that the Board has sufficient resources, guidance and professional advice to perform its duties.
- Shape the organisation's strategic and operational plans and policies and guide their successful implementation by staff, volunteers and trustees.
- Ensure that the organisation's policies and practices are up to date and relevant in the current environment and that the organisation is managed in line with current best practices, including effective risk management.
- Communicate good governance understanding and developments with the Senior Leadership Team.
- Support the recruitment, selection and onboarding of new trustees.



## Leadership and People

- Provide inspiring, courageous and effective leadership to Rochdale and District Mind's staff and volunteers, being the face of the organisation externally and internally.
- Supervise, support and develop the Senior Leadership Team, playing them to their strengths to be their best.
- Work collaboratively to ensure that the organisation's mission is delivered and that strategic and operational objectives are implemented in an outcome-focused way.
- Lead by example, build a high achievement and accountability culture where all staff and volunteers are valued and supported to do their job well.
- Actively seek feedback, drive the organisation forward, and consciously involve and engage staff, volunteers and those who use our service in the journey.
- Be a visible and reliable presence in Rochdale and District Mind, fostering trust and individual development.
- Develop our internal and external practice around diversity and inclusion and strengthen an organisational culture that embraces diversity and stimulates curiosity and an ambition for continued learning in this space.

## Finance

- Work alongside the SLT and CASEwork Services to ensure the organisational budget, finances and management accounts are accurate, monitored regularly and reported on promptly.
- Ensure robust financial management of the Charity, including generating budgets, preparing annual accounts and overseeing all required reporting, and protecting healthy reserves.

## Income Generation

- Working with the SLT, develop and deliver a robust income generation strategy to secure ongoing funding from diverse sources.
- Develop and maintain a healthy fundraising pipeline in collaboration with staff to enable all services to be sustainable and developed further, and ensure new projects are introduced in line with our mission and our evolving community needs.
- Cultivate and manage the relationships with new and existing key funding and delivery partners including commissioners, trusts, and corporate funders, and promote the organisation to potential major donors and to identify new growth areas.

- Able to flex between the operational and strategic demands of fundraising including the writing and/or oversight of tenders, tender interviews and building commissioner relationships.

## Service Delivery and Management

- Work closely with the Senior Leadership Team to ensure that all services are safe and relevant and that trends are analysed to ensure that we meet existing and emerging needs.
- Set targets and monitor performance to ensure high-quality service delivery.
- Work with the wider leadership group to prioritise timely and meaningful engagement with the users of our services to ensure that their voice is amplified within our organisation and informs service design, delivery and evaluation.
- Ensure the highest level of standards in relation to safeguarding children, young people and vulnerable adults.
- Capture output and outcome data and review this to ensure thorough monitoring and evaluation of all services.
- Work closely with the wider leadership group to identify unmet need and develop services in line with our vision and objectives.
- Ensure that services are publicised through carefully selected channels/platforms to effectively reach the people who need them and, encourage referrals from local partners.



## External Relationships

- Foster a positive and caring relationship with our service users, enabling meaningful co-production of services.
- Stay up-to-date and connected with the local/national funding landscape for mental health support, attending external meetings, training events, conferences and other functions as needed.
- Develop links with relevant statutory and voluntary organisations to identify and explore joint and collaborative working opportunities.
- Act as the main point of contact for any media interest or external communications on behalf of Rochdale and District Mind.
- Be the main point of contact with national Mind and work with our key contacts there. Engage fully in the Mind Quality Mark (MQM) process to ensure our continued obligations under the Federation Agreement are met.

## Working with the Board of Trustees

- Guide the Board of Trustees in preparing Rochdale and District Mind's short and long-term strategic plans.
- In collaboration with the Senior Leadership Team, prepare periodic financial and service reports for the Board of Trustees.
- Work with the Co-Chairs to prepare an agenda for all Board meetings and attend these meetings.
- Draft the Trustees' annual statutory report for approval by the Board.

## Continuous Professional Development

- Engage in continuous professional development to enhance skills and develop best practices.
- Keep abreast of developments in the field of mental health, public funding and policies, diversity and inclusion, and the voluntary sector as a whole.
- Maintain a high-quality standard at all times in accordance with our vision, mission and values.

## General principles for all Mind staff

- To promote the empowerment of people who experience mental health and emotional wellbeing issues and to help them speak out.

- To support the active participation of mental health and emotional wellbeing service users in the services they receive.
- To practice anti-discriminatory behaviour and to adhere to Rochdale and District Mind's objectives and policies in the delivery of all its services.
- These responsibilities are subject to annual review and may need to be adjusted in line with service developments.

## Person specification

### Experience, Skills and Knowledge

- Experience of working as either a CEO or as a senior leader with substantial strategic, budgetary, and leadership responsibilities in a similar-sized (or larger) organisation. This can include experience gained in the voluntary sector or in the public or private sector working in close collaboration with the voluntary sector (i.e. NHS or consultancy).
- Genuine passion for our mission of ensuring that people do not face mental health and emotional wellbeing issues alone and can lead their lives free from stigma and discrimination.
- Proven track record of successful business development/fundraising through at least one of the following channels: statutory bodies, local and national trusts and foundations, corporate partnerships, social enterprise activity including paid-for services, and individual giving. Knowledge or experience of strategic partnerships with the Integrated Care Board (previously CCG) is desirable.
- Demonstrable experience in governance and compliance, including working with a Board of Trustees or Board of Non-Executive Directors.
- Experience of leading teams through change and building a culture that promotes continuous learning, inclusion, collaboration, and accountability.
- Demonstrable experience as a values-led, resilient and people-centred leader.
- Strong financial acumen with an ability to write and question budgets and management accounts.
- Excellent communication and influencing skills with different groups and individuals face-to-face and through other media.
- Excellent organisational project/programme management skills, with the ability to produce high-quality, concise written content serving a wide range of internal and external audiences.

- o Understanding of challenges affecting the voluntary sector, e.g. changes in public sector policy and funding, legal requirements, employment, volunteer engagement, partnership working, safeguarding, etc.

## Special conditions of service

All service delivery will model the belief that we all have the potential to make positive changes to lead meaningful and purposeful lives.

All staff will contribute to the ongoing development of an ambitious and inspirational culture and provide hope, empowerment and choices that support individuals to thrive and reach their full potential.

This role is subject to an Enhanced Disclosure and Barring Service (DBS) Check. A previous conviction does not necessarily preclude employment. If you require further information or support regarding criminal record disclosures, please visit [www.nacro.org.uk](http://www.nacro.org.uk) or [www.unlock.org.uk](http://www.unlock.org.uk)



# How to apply

[Eastside People](#) is supporting [Rochdale and District Mind](#) in the recruitment for this role. Please [click here](#) to apply by submitting your CV and a cover letter. You are welcome to send your cover letter in writing, or as a video or audio clip, alongside your CV.

Please respond to the following areas in your cover letter:

- Your familiarity with mental health and wellbeing challenges and how this resonates for you.
- Your experience/knowledge in relation to the Person Specification.

Please note that **we will focus on your demonstrable experience and potential in the areas listed under the Person Specification** and do not expect candidates to have experience in all responsibilities outlined in the Job Description.

We would discourage you from deselecting yourself if you are in doubt about meeting all the criteria. If you have specific questions about the role, please email Bryan McPaul [bryan@eastsidepeople.org](mailto:bryan@eastsidepeople.org) at our recruitment partners [Eastside People](#).

Due to the assessment timetable below, **we would like to encourage candidates to apply early** for the role where possible.

The closing date for applications is noon on **Monday, July 27 2026**, and our candidate assessment schedule is as follows:

- EP longlisting interviews will be held throughout the advertising phase up to the closing date and then immediately after – online
- Assessment day involving staff, service users and other stakeholders planned for August 7 or 14 2026 in person at Rochdale and District Mind offices
- Final interviews with Board Members are planned for August 14 or, week commencing August 24 2026 – online

We want you to have every opportunity to demonstrate your skills, ability and potential. If you have a disability or require reasonable adjustments during the application/interview process, please contact us so we can support you appropriately.

## Finally:

We understand AI can be a helpful tool, but please use it with caution and ensure your application is personalised and accurate.

If you know anyone else who might be interested, then please pass this Information Pack on as we would be very pleased to hear from them.

## Rochdale and District Mind

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info@rochdalemind.org.uk [www.rochdalemind.org.uk](http://www.rochdalemind.org.uk)

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