



Chief Executive Officer (CEO)

UNITED FOR GLOBAL MENTAL HEALTH (UNITEDGMH)

Location: Flexible / Hybrid

Salary: Competitive (aligned with UK international charity sector benchmarks)

ORGANISATIONAL MESSAGE

At United for Global Mental Health, we are working towards a world where mental health support is accessible to everyone, everywhere – free from stigma and without restriction.

UnitedGMH advocates for better mental health support across the world, mainly in low- and middle-income countries. Our 2024-2026 strategy set out an ambitious path to achieve this vision. Our advocacy focuses on four key areas of impact: rights, health systems, ecosystems and field building. Together with our partners, we are driving meaningful change and elevating mental health across the world.

We are a small but highly influential organisation of around 20 passionate, diverse and expert individuals, and have a culture of creating the space and opportunities for them to lead their areas of expertise. Our strength lies in collaboration, internally and externally, and in our ability to turn insight into action. Kindness is our unofficial ethos.

Through our partnerships and our impact, we have built an excellent reputation with governments across the world. We're also highly regarded by international organisations such as the UN, global funders, health professionals and, critically, civil society groups and experts by experience at grassroots, national, regional and global levels.

We are the home of the Global Mental Health Action Network (GMHAN) – the world's foremost membership-led mental health network, with over 12,000 members in more than 170 countries.



By building the field of mental health advocacy through GMHAN, we are leading the sector by example in decentralising power. This is a pivotal moment for UnitedGMH. The foundations of a high quality team, solid finances, and sector positioning, are set for continued success, so as we look to the future, we are seeking a new Chief Executive Officer who will build on our momentum, guide our next phase, and deepen our global, regional and national impact.

UnitedGMH is a charity and company registered in the UK. It also has a charity in the US: the American Friends of United for Global Mental Health. The CEO is responsible for reporting to both organisations, which both have boards of trustees, and will formally report to the Chair of the UK Board for human resources purposes. We operate in the UK under Charity Commission regulations, and in the US under Inland Revenue Service regulations covering 501C3 entities. UnitedGMH does not hold a physical office and therefore mainly operates virtually with staff being based in different countries around the world.

MESSAGE FROM THE BOARD

The Board of UnitedGMH is proud of the progress the organisation has made to date and the role it plays in advancing the global mental health agenda.

As we enter our next chapter and prepare to implement our 2027-2030 strategy, we are looking for an exceptional CEO to provide strategic leadership, organisational stewardship and sector influence. The successful candidate will work closely with the board and team to refine and deliver our next four-year strategy, ensure strong governance, and uphold the highest standards of accountability and integrity.

This role carries significant responsibility and opportunity. The CEO will lead a committed team of high achievers, strengthen partnerships across the global mental health ecosystem, and ensure the organisation remains impactful, sustainable, responsive to a changing external environment, and caring. We are seeking a leader who is both visionary and pragmatic – someone who can effectively inspire confidence, personally model the values and ethos of our work, make difficult decisions when needed, and ultimately ensure the organisation thrives in pursuit of its mission.



THE ROLE

The CEO is responsible for the overall leadership, management and performance of UnitedGMH. Reporting to the boards of UnitedGMH and the American Friends of United for Global Mental Health (AFUGMH), the CEO will set strategic direction, oversee delivery, and act as the organisation's primary ambassador.

Key responsibilities include:

STRATEGIC LEADERSHIP

- Lead in conjunction with the organisation's senior staff the refinement and delivery of our global organisational strategy 2027-2030.
- Guide the organisation through periods of change, including strategy refresh and transformation.
- Draw on sector insight to ensure UnitedGMH remains at the forefront of global mental health advocacy.

GOVERNANCE & BOARD RELATIONSHIP

- Work closely with the boards of UnitedGMH and AFUGMH to ensure effective governance and decision-making.
- Oversee the preparation and sign-off of board papers; present regularly to the boards.
- Identify, recommend and support the recruitment of new members of both boards.
- Advise the boards on significant strategic decisions, including potential partnerships and organisational change.

ORGANISATIONAL LEADERSHIP

- Lead, support and inspire a high-performing and global team of approximately 20 staff.
- Where needed, oversee and support the delivery of multiple projects and programmes aligned with strategic priorities, in conjunction with the project leads.
- Foster a collaborative, kind, inclusive and values-driven culture that walks the talk on mental health.

EXTERNAL ENGAGEMENT & INFLUENCE

- Represent the organisation with external partners, funders, policymakers and the wider sector.
- Build and manage relationships with key donors.
- Strengthen and expand strategic partnerships globally.
- Champion the organisation's mission and influence key stakeholders in different regions across the world.
- Act as the organisation's global spokesperson and support staff in building their profile as spokespeople for the organisation.

FINANCE & ORGANISATIONAL PLANNING

- Identify and agree organisational objectives, develop strategic and operational plans, and lead their implementation with a high level of autonomy, while reporting to the boards.
- Oversee organisational planning, budgeting, prioritisation and resource allocation to ensure delivery against strategic goals.
- Ensure the organisation has sufficient and sustainable funding to deliver against agreed budgets and strategic priorities.
- Maintain strong financial oversight and accountability, ensuring the organisation operates within budget and delivers across all agreed objectives.
- Monitor organisational performance against agreed deliverables, evaluating outcomes and adjusting plans where necessary to mitigate risk or adverse consequences.
- Ensure robust financial management, operational planning, and effective use of organisational resources across multiple programmes and projects.
- Bring together and oversee complex, cross-organisational initiatives, ensuring projects are delivered effectively and on time.
- Delegate effectively through senior leadership and management structures, maintaining a medium- and long-term strategic focus.

FUNDRAISING & EXTERNAL INCOME GENERATION

- Lead and support organisational fundraising strategy to secure sustainable and diversified income streams.
- Build and maintain strong relationships with funders, donors, strategic partners and philanthropic stakeholders.
- Successfully secure and oversee fundraising contributions to meet a target set annually with the boards.
- Work with the boards and senior leadership team to identify new funding opportunities and strengthen long-term financial sustainability.
- Ensure fundraising activities align with the organisation's mission, values and strategic priorities.
- Represent the organisation externally to enhance visibility, influence and support for UnitedGMH's work globally.

RISK, COMPLIANCE & ACCOUNTABILITY

- Ensure strong organisational governance, compliance and risk management.
- Proactively identify and escalate policy breaches or serious incidents.
- Oversee finance, HR and operations functions in accordance with UK employment policies, and UK and US charity regulations.
- Act as the primary point of accountability to the boards and relevant regulatory bodies (including the Charity Commission and US authorities).
- Take responsibility for organisational risks, decisions and outcomes.

Profile of the Preferred Candidate

We are looking for an outstanding leader who combines strategic vision with operational excellence and a deep commitment to advancing global mental health. This individual will bring credibility, influence and a collaborative leadership style, alongside the ability to lead a complex and mission-driven organisation through its next phase of growth and impact.

We encourage people with lived experience of mental health conditions to apply for this post. Applicants can consider such experience an asset.

EXPERIENCE & EXPERTISE

- Proven experience in a senior global leadership role (CEO, Executive Director, or equivalent).
- Highly respected within the global mental health community, including emerging and rising leaders within the field, or an exceptionally high-profile leader from the global health or international development sectors.
- Strong track record of leading organisational strategy and delivering measurable impact.
- Excellent understanding of international systems, multilateral institutions and political processes, including experience engaging with global organisations such as the UN.
- Deep knowledge of the global mental health landscape and wider international development ecosystem.
- Experience working with or reporting to UK and/or US charity boards, with a clear understanding of governance and accountability.
- Experience managing organisational risk, compliance and complex strategic decision-making.
- Familiarity with the realities and opportunities of working across low- and middle-income countries (LMICs).
- Experience of fundraising and donor engagement, including the ability to cultivate strategic relationships with funders, philanthropists and partners. Existing donor networks would be advantageous.

LEADERSHIP & PERSONAL QUALITIES

- A credible, collaborative and inspiring leader, able to engage and motivate teams, including virtual and globally distributed teams, as well as external stakeholders.
- Strong strategic thinker with sound judgement and decision-making ability.
- Comfortable leading through change, ambiguity and complexity.
- High levels of integrity, accountability, emotional intelligence and resilience.
- Excellent communicator with the ability to represent the organisation globally at the highest levels.
- A leadership style that is inclusive, reflective, and aligned with a well-established and effective organisational culture.
- Ability to balance the external profile and figurehead aspects of the role with empowering and supporting colleagues, including emerging leaders and senior management across the organisation.
- Strong commitment to equity, diversity and inclusion, reflecting both the organisation's global focus and the diversity of the communities and sectors in which it works.

CAPABILITIES

- Ability to balance vision with delivery – translating strategy into action.
- Confidence to make and recommend difficult decisions in the best interests of the organisation.
- Strong relationship-building skills across diverse global stakeholders, partners, funders and policymakers.
- Ability to lead collaboratively while maintaining organisational focus, clarity and accountability.
- Skilled at developing strategic partnerships and identifying opportunities to strengthen organisational sustainability and influence.
- Commitment to the mission, values and long-term ambitions of UnitedGMH.



WHY JOIN UNITEDGMH?

This is a rare opportunity to lead a globally influential organisation at a critical moment in its journey, and at an important crossroads for global health. We are a small but highly influential organisation of around 20 passionate, diverse, and expert individuals and have a culture of creating the space and opportunities for them to lead their individual areas. Our strength lies in collaboration, internally and externally, and in our ability to turn insight into action.

YOU WILL:

- Shape the future of a mission-driven organisation with global reach.
- Work alongside a passionate, expert, committed and compassionate global team.
- Influence the global mental health agenda and drive systemic change.
- Lead an organisation with strong values, ambition, reputation and strategic focus.

OUR DREAM CEO

As a team, we came together to discuss what qualities we are hoping for in a new CEO and leader. We'd love applications from candidates who see themselves in the team's descriptions below.

Our dream CEO...

- **shows kindness towards all partners regardless of seniority, institution or country.**
- **continues to uphold and protect the organisational transparency the team values.**
- **is a heart- and mind-led fundraiser – treating donors like people and not merely a source of income.**
- **provides space for team members to lead in their areas, but also supports / acts as a sounding board when needed.**

- **knows how to strategically place mental health in uncommon spaces.**
- **is happy to be approached by, and communicate with, team members from all seniority levels across the team.**
- **is someone who understands what it is to manage a remote organisation, and is interested in making UnitedGMH the best workplace it can be.**
- **is someone who can think a few steps ahead, identify trends, and interpret these for what this means for the organisation.**
- **has a solid understanding of, and proven experience in, managing the ‘backbone’ functions of an organisation (budgeting, risk management, governance etc).**
- **has an understanding of UN systems, global health and international development.**
- **appreciates and champions the value that lived experience and people from the global majority bring to the mental health advocacy space.**

HOW TO APPLY

Further details on how to apply will be provided by UnitedGMH. We welcome applications from candidates of all backgrounds and are committed to building a diverse and inclusive organisation.