

 mind
North East Wales
Gogledd Ddwyrain
Cymru



Chief Executive

Candidate information pack

June 2023

Welcome/Croeso

Letter from the Chair

I'm delighted that you are interested in the role of CEO at North East Wales Mind.

We are a friendly organisation with a person-centred ethos.

We have grown in recent years and are very excited about our new strategy which we have developed in consultation with our stakeholders. We aim to develop new services for children, build on our talking therapies and well-being services and collaborate with other local Minds in North West Wales and the Vale of Clwyd to provide new services across North Wales.

Although we are a medium-sized charity, we are ambitious and have aspirations to grow so that we can offer more services and support to areas of Flintshire and Wrexham where there is currently very little provision.

As a Local Mind, we are part of the Mind Network and enjoy considerable support from National Mind which includes Mind Cymru with links to the Welsh Assembly, and a network of CEOs across Wales known as One Mind in Wales.

You will have the support of the Board of Trustees who have a range of skills you may draw on. Some of us have been here a while and we also have some new trustees who have brought new skills.

As well as our employed staff we have external support for Health and Safety and Personnel matters.

I look forward to hearing from you.

Margaret Jones

Chair, North East Wales Mind

About us

North East Wales Mind is a mental health charity that supports people living and working in Flintshire and Wrexham. We also work with partners throughout Wales to influence services across the country.

We're part of the Mind Federation, the largest charity provider of mental health services in England and Wales. We are united by our common purpose with Mind, Mind Cymru, local Minds and Mind Retail. Our funders, supporters and volunteers enable our work.

North East Wales Mind was founded in 2008. And since then, we've come a long way.

Mental health isn't hidden anymore. It's on the front pages. It's on the political agenda. It's discussed at mealtimes, in the pub and on the terraces. For millions of us, mental health is now something to be honest about – not ashamed of.

North East Wales Mind has been part of this change. We've developed and delivered life-changing help and support that's made things better for people living in Flintshire and Wrexham; in 2021-22 supporting almost 2,500 people.

The pandemic has shown us how isolation, loss, hardship, and work stresses affect us all. The cost-of-living crisis adds another layer of complexity: we know from our clients that people are pushed into poverty because of their mental health and others experience poor mental health because of poverty. Local community groups are working hard to help, but the risk of more mental health problems emerging is growing by the day.

We are firmly committed to fighting for mental health, speaking up for everyone with mental health problems and empowering people to live their life to the full and have hope for the future. The work of North East Wales Mind is set by our [Strategic Plan 2023-2027](#)



Our vision

Good mental health and well-being for everyone in North East Wales.

Our purpose

We fight for mental health. For support. For respect. For everyone in North East Wales.

We empower people to live their life to the full and have hope for the future.

We speak up for those of us with mental health problems.

Our values

Open: we reach out to those who need us

Accepting and responsive: we listen and act to make things better

Kind: we meet people with compassion and respect

Hopeful: we believe a better future is possible

Experienced: we bring together knowledge, lived experience and expertise

Our priorities

Developing support for children and young people aged 13+

Embedding a trauma-informed approach throughout our work

Developing services and support in Wrexham and its surrounding communities

Fighting for the mental health of marginalised people and those in poverty



What our clients say

- *“This service has helped me to cope with life in a better way. I would recommend [it] to anyone in need of help”.*
- *“This has been an amazing experience to enable me to get back on track. I feel the ‘black cloud’ has lifted and everything is bright and colourful once more. I feel I’ve been given the tools to help myself”.*
- *“I think the best compliment I can pay the team is that I have got back me! Look out world!”.*



Recruiting a CEO

Due to our CEO moving on to another role within the Mind Federation, we are recruiting for a new CEO. It's an exciting time for North East Wales Mind as we deliver our ambitious new strategy and build on our excellent track record. The potential is huge!

You will be supported by our dedicated Chair, our committed Board of Trustees, our experienced staff team and our valued volunteers.

The role presents an opportunity for an ambitious and creative leader with entrepreneurial flair and a passion for delivering positive outcomes for the people we support. You will be a passionate advocate and ambassador for mental health services delivered across the region.

We are looking for a people person who enjoys fostering a positive organisational culture and motivating teams to achieve fantastic results. You will be comfortable leading and nurturing a team, some of whom, have themselves experienced the impact of emotional and mental distress. You will also be able to develop highly effective partnerships, be an active listener, bring authentic leadership and ensure that the charity delivers high-quality services.

Role description

Key information

Salary	Circa £45,000 pa dependent on experience
Contract	Permanent, Full Time (35 hours per week)
Location	Flexible within the geographical area. Our office is in the Wellbeing Centre in Mold. Hybrid working is possible, with a minimum of 2 days per week on-site/in the area
Reports to	The Chair and the Board of Trustees
Benefits	27 days of annual leave plus bank holidays, well-being days and pension

Overall purpose of the role

- Consolidate the momentum of recent years and develop a cohesive, dynamic, growing and forward-thinking organisation.
- Effectively manage resources, in accordance with relevant legislation and process, ensuring that the charity remains sustainable.
- Work across the geographic areas of the charity to meet local needs and to provide consistent high-quality services.
- Work closely with the board to further develop and deliver an ambitious, aspirational and innovative strategy that has a clear measurable impact on people in Flintshire and Wrexham County with mental health problems.
- Promote and sell the wider Mind vision and strategy for how we can change people's lives and tackle stigma around mental health.
- Protect and seek to enhance Mind's reputation.
- Advocate and drive for improved mental health and wellbeing provision, and greater awareness of the stigma, discrimination and other adverse consequences of mental ill-health across the geographic area.
- Champion a co-production approach with users of services and people with lived experience of mental ill health.
- Guide and support the trustees to enable them to fulfil their governance and fiduciary role.
- Provide leadership and inspiration to the people who will enable the charity to deliver the strategy at Local and National levels.

That is:

- a) Its workforce and the volunteers who provide support
- b) Partners and stakeholders across the region
- c) People with lived experience of mental health
- d) Other voluntary sector organisations
- e) The Mind Federation.

Main responsibilities

Strategic and Business Development

- Work with the Board of Trustees to develop, implement and evaluate the strategic and business plans for the organisation.
- Produce and deliver an ongoing organisational development plan which will ensure that the charity is fit for purpose.
- Be aware of and influence: the Local Mental Health Strategy for Betsi Cadwallader University Health Board area and the Local Partnership Board, the National Mind Strategy; the Mind Cymru Strategy and the NHS Plan; contributing, taking forward and leading opportunities as appropriate and if necessary representing other partners.
- Develop our role as a key third-sector partner for mental health service development across the geographic area.
- Identify key future areas for development and/or partnership working with Commissioners and other organisations in pursuance of the charity's strategic purpose.
- Scrutinise local delivery and hold local agencies and people to account for what they have committed to achieving.
- Work as an effective partner with local, regional and national organisations, in particular Local Minds, to ensure that the quality of care and the outcomes set out in the North East Wales Mind strategic and business plans are met.
- Use expert knowledge and evidence to influence national and regional policymakers.
- Influence and translate Mind's national policy into practical plans that reflect and address regional and local needs and imperatives.
- Initiate high-level developments with local business and education establishments to ensure mental health awareness, training and services are integral to those organisations.
- Ensure people with lived experience of mental ill health are at the heart of strategic developments and are consulted fully.

Delivering high-quality service

- Keep in touch with the needs of the community and the charity's service users ensuring that any services developed in relation to these needs are area-wide or are delivered locally where there is a specific local need.
- Be up to date with new developments in the field of mental health, translating these needs into the charity's services.
- Ensure that services provided are safe, accessible, effective, of a high quality and subject to regular evaluation and maintain the highest level of the Mind Quality Mark.
- Ensure staff and volunteers understand and are inspired by the charity's vision, values and strategy and know how their work contributes to the success of the organisation.
- Ensure that appropriate safeguarding and compliance systems are in place to meet the requirements of Commissioners, National Mind, appropriate legislation and the Charity Commission.
- Ensure by the effective and efficient delivery of services, that the charity is recognised as a preferred provider.
- Have systems in place to enable staff and volunteers to deliver effective and efficient services.
- Ensure that staff and volunteers are provided with the right support, coaching and development to enable them to do their job and fulfil their potential.

Operational and Performance Management

- Develop and lead the senior management structure to both support the charity and ensure appropriate lines of accountability for staff.
- Provide Board Assurance with Performance Management, Quality and Risk Management.
- Be responsible for the overall financial and performance management of the charity, advised and supported by senior staff, ensuring rigorous oversight of budgets and provision of regular, accurate financial and performance reports to the Finance Committee and Board of Trustees.
- Ensure that all statutory requirements in terms of financial reporting, probity and insurance are met.
- Ensure that the organisation has appropriate policies and procedures in place to comply with legislative and contractual requirements.

- Be responsible for risk assessment management, including health and safety and safeguarding, by ensuring a risk register, which is reviewed annually, is maintained.

External Engagement

- Promote a structure whereby service users and their carers are involved and consulted on the development and delivery of services.
- Promote the charity's profile with: Commissioners, existing and potential investors, funders, patrons, the public and other stakeholders.
- Enhance the charity's influence, as a key partner, in the development of partnerships between the third sector and statutory partners and continue to engage with current local voluntary sector alliances.
- Influence key stakeholders, developing and maintaining good relationships with National MIND, public bodies, other charities and the general public.
- Champion campaigns that raise awareness, and challenge the stigma, of mental health and encourage people to change their perceptions and behaviours.
- Act as the charity's principal spokesperson in order to promote its mission, aims, values and objectives.
- Develop the charity as an exemplar of good practice within the Mind federation.

Governance

- Ensure that the charity meets all statutory and legal obligations with regards to employment law and human resources best practice and is seen as an Employer of Choice.
- Support the Chair, Vice-Chair and Trustees to ensure high standards of governance, so that Trustees demonstrate integrity, transparency and adherence to the Nolan Principles for Public Life.
- Ensure accurate and timely management information is available to enable the Board of Trustees to make informed decisions.
- Work with the Company Secretary to ensure that all relevant statutory and legal requirements are met.
- Report critical information and issues to the Chair to prevent problems escalating and to ensure their swift resolution.
- Ensure compliance with the contracts that are negotiated with partners and Commissioners and the relevant regulatory bodies.

Personal Development

- Participate in regular supervision meetings with the Chair.
- Participate in the annual Individual Performance Review.
- Engage in leadership development and training as appropriate and agreed with the Chair and Board.
- Participate in external coaching support to enhance identified personal development.

Person Specification

Qualifications, knowledge and understanding

Essential:

- Well-developed knowledge and understanding of well-being, mental health and/or health and social care
- Qualified to degree level or equivalent and in a relevant field
- Evidence of a commitment to continuing professional development including relevant skills and knowledge
- Knowledge of quality assurance and continuous improvement processes and good practice

Experience

Essential:

- Demonstrable track record of operating at a Director level with extensive leadership experience
- Evidence of working with and reporting to Trustee Boards, or Management Committees
- Experience of managing, developing and delivering services within different communities
- Experience of effective financial management of a charity/Social Enterprise/business, including budgets, cashflows, finance controls, risk controls and maximising all available resources

- Experience of developing and implementing effective performance and quality management processes
- Experienced in identifying and maximising the benefit of effective partnerships and working in collaboration with mutually beneficial outcomes
- Evidence of creativity, innovation and an entrepreneurial approach

Desirable:

- Experience of working strategically to source and secure sustainable funding solutions
- Experience in inspiring service innovations using co-production/co-design, demonstrating the effective involvement of service users and all key stakeholders

Skills and Abilities

Essential:

- Proven ability to lead and develop positive learning cultures which support, motivate and develop others to deliver first-class performance
- Ability to lead, nurture and manage change in a way that secures staff and volunteer sustained engagement and commitment
- Excellent networking and influencing skills
- Excellent networking and influencing skills
- Excellent communication skills, both written and verbal. Able to effectively adapt communication to different audiences
- Strong strategic thinking, analytical and problem-solving skills
- Track record of commitment to equality of opportunity and ensuring diversity and inclusion

Personal Qualities

Essential:

- Able to manage multiple, simultaneous tasks and potentially conflicting priorities and get the best result for the charity and its beneficiaries
- Persuasive, confident individual who can positively influence people from all walks of life

- A resilient individual who displays integrity and authenticity in their contact with a wide variety of people and professionals
- Ability to confidently manage own and others' workloads, calm under pressure, using initiative and displaying excellent leadership qualities
- Willing to acquire new skills and to be self-motivated in their own personal and professional development

Additional requirements

Essential:

- The ability to travel around Flintshire and Wrexham county and further afield, as required, in a timely fashion
- Prepared to work flexibly including weekends and evenings

Desirable:

- Ability to speak and write Welsh



How to apply

Please [click here to apply](#) by submitting your CV and a cover letter which should indicate why you are interested in applying for this role and how you meet the selection criteria.

If you would like a call to discuss the role in more detail, please email our consultant Paul Venning, at p.venning@eastsidepeople.org to arrange a convenient time. Having a call of this kind will not influence the success or otherwise of your application.

We want you to have every opportunity to demonstrate your skills, ability and potential; please contact us if you require any assistance or adjustment so that we can help with making the application process work for you.

The closing date for applications is Friday 21 July with shortlisting interviews taking place the week after with Eastside People. Interviews with North East Wales Mind will take place on the 3 & 4 August with an assessment day during w/c 7 August.

North East Wales Mind are an equal opportunities employer, and are proud to employ a workforce that reflects the diverse communities we serve. We welcome applications from all suitably experienced persons from all backgrounds.





Eastside People

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Eastside People is the trading name for Eastside Consulting Ltd. Company number: 4958922.