



Deputy CEO

Candidate Information Pack

September 2024

## Welcome from our CEO

The team at Mind in Mid Hearts and I are delighted that you are interested in learning more about us. Now more than ever we feel a strong duty of care to our community, as do I to our team. Recruiting a Deputy CEO to support our journey is all about this duty of care; the demand for our services has increased, so to ensure we are doing all we can for the people of Mid Herts, we are developing the skills and supporting our staff, and preparing our charity for the future, we are being creative and bold in our approach.

The privilege of being part of Mind in Mid Herts' journey for the last 14 years has given me both depth of knowledge of our skills and strengths as a team and allowed me to observe and respond to the changing needs of the communities we serve. We have grown significantly. In 2019 we supported 1267 individuals, and in 2023 this increased to 3171. I am proud of our team every day for the important work they deliver.

While we excel at service delivery, it has never been more challenging to run the business side of a charity. We have waitlists for our services which weighs heavily on us. There is always a need for more funding, more creativity in how we deliver service, more support for our team, more volunteer capacity. This is where our new Deputy CEO comes in. I am excited to build a partnership with someone who will bring complimentary skills and experience to our leadership team to help us grow and deliver on our strategy. We have an exciting few years ahead, with opportunities to develop our digital services, build more social investment, grow direct and indirect funding partnerships. We have new offices for three of our locations one that we are about to move into that will be fully accessible, giving us better connection to our communities.

It's of utmost importance that our Deputy CEO has a true passion for our work. It takes heart, patience, energy, and kindness to deliver the service our users deserve. It also takes compassionate and smart leadership, business acumen, and an understanding of our operating environment to ensure we can deliver for our team as well as the people we who use our services. If this sounds like you, I hope you will apply to join me on this journey.

Sincerely,

*Sharn Tomlinson*, CEO

## About us

We are a local, innovative, and experienced mental health provider for people aged 16 years and over. We support positive mental health working across three themes: prevention, social support, and recovery. We understand everyone's needs are different and work in a person-centred way to ensure the people of Hertfordshire's mental health is supported and respected so that nobody has to face a mental health problem alone.

Mind in Mid Herts has a strong track record of delivering care and support, working with people on their pathway to recovery. We are working to reduce the stigma of mental health diagnosis. We aim to provide a safe space for people in crisis to talk and feel supported, be listened to without judgement, access relevant support with problem solving and facilitate access to external services.

We do not advocate short-term measures but to be a part of a long-term strategy.

We have been operating in St Albans for over 40 years, in 2007 we merged with Welwyn Garden City Mind and became Mind in Mid Herts and following that we opened centres in Stevenage (2008) and Hertford (2009).



We supported 3171 people last year. Our services are designed to empower people to take control of their mental health and recovery. We support people through an extensive programme of activities including:

- Psychological therapies (face-to-face, online and telephone)
- Vocational support
- Outreach to those unable to reach our centres.
- Specialist support e.g.: Male/Female/LGBTQ+
- Living Well courses
- Social support groups (activities providing shared interests to bring people together)
- Stepping stones (hospital discharge service)
- Crisis support – alternative to A&E
- Peer support – these groups are led by people with lived experience.

We use the Short Warwick Edinburgh Mental Wellbeing Scale and IAPT measures, which show people's mental health significantly improving following interventions.

We are innovative in creating services to improve wellbeing and to prevent the development of mental health issues. Through education and support, we aim to improve people's awareness of how to be proactive in looking after their health and wellbeing. We will not give up until everyone experiencing a mental health problem gets support and respect.

We currently have over 70 volunteers. Local demand remains high. We expect demand to continue to increase.

***Mind in Mid Herts (MiMH) is committed to diversity and equality of opportunity for all and is opposed to any form of less favourable treatment and harassment on the grounds of all the 'protected characteristics' as identified by the Equality Act 2010.***



## Our vision, mission and values

### Our Vision

We will work to ensure the mental health of everyone in Hertfordshire is supported and respected.

### Our Mission

Providing prevention, recovery, and support services in Hertfordshire to empower people to take control of their mental health.

### Our Purpose

Connecting people to their individual human needs

### Our values are at the heart of all we do:

- Openness – Acting with integrity and transparency; caring for staff, volunteers, and service users.
- Inspirational – Inspiring others to achieve their potential.
- Altogether – Stronger in partnership.
- Passion – Caring for our service users is at the heart of everything we do.
- We care – Listening and facilitating change.



## What the people who use our services say

We are grateful that many individuals who use our services take the time to share the impact the engagement with us has had on their lives. Here are a few of the wonderful comments shared back to us, energising and encouraging our team in our mission.

***“I’m a little overwhelmed don’t feel like it’s real or I am this lucky but I’m trying to stay calm. I can’t thank you enough for all your support and help honestly means the world to me I felt so alone like no one cared. But I honestly can’t thank you enough.”***

*“I love Mind, I have been here a month and it’s helping my Mental Health. Especially today, Stacey has helped me. It’s my happy, safe space surrounded around people who are caring. I feel chaotic when I am out, but when I’m here it’s the best place ever!!!”*

***“This is the second time I have used the services of Mind In Mid Herts. I always sing the praises of your service to all my friends and family. It’s a superb centre with amazing counsellors in it.***

***I would like to particularly comment on Michelle. She was so understanding and approachable from start to finish. I felt safe and heard in all our sessions. I am literally on top of the world coming from a very dark place in the beginning. I am so grateful to have had her as my counsellor.”***



## Feedback from our team and Corporate Clients

**“I have recently started work as a CFD counsellor and felt supported by the counselling team to help me get started. I want to say a special thank you to Bal, Chris and Clare who are part of the wider team at MIMH – all of whom have taken time to guide and support me.” – Sessional worker**

“After an intense event at work as part of my role as Mental Health Peer Supporter (MHPS), Mind in Mid Herts offered me counselling to help process what had happened. During the course of these sessions, my counsellor suggested I do some research into Autism, and it has been truly transformative.

Although I have yet to be formally diagnosed it’s clear from the screening tests that I have strong autistic tendencies. This has opened my eyes as to why I’ve struggled so much at different times in my life, and simply knowing this I feel not only better equipped to navigate life, but just better in general.

I am so grateful that it was suggested to me during the MHPS supervision session to have the counselling, and then that my counselling was of such high quality.” – Corporate Customer at Johnson Matthey



# Role description: CEO

## Key Information

**Working Hours** Full time Monday - Friday with flexibility required. Hybrid working encouraged, working from all centres and home in a suitable pattern to meet role requirements.

Centres: St Albans/Hatfield/Hertford/Stevenage

**Salary** £45,000-£50,000 per annum

**Benefits** 25 days holiday, plus 2 additional days leave for Birthday and Wellbeing Day.

**Responsible for** Support the CEO in the overall management of the service by identifying service needs, developing services and representing the organisation in the development and management of external relations

**Responsible to** Chief Executive Officer (CEO)

### Main Purpose of the Job:

Reporting to the Mind in Mid Herts Chief Executive Officer (CEO), the Deputy CEO (D/CEO) will provide leadership to implement the strategic vision for identifying service needs and developing services whilst representing the organisation in the development and management of external relations.

This role will oversee a designated portfolio of services to improve outcomes for people who use them whilst also supporting the CEO in developing positive relationships with Commissioners and other prospective stakeholders. This will include leadership and facilitation of contract negotiations and liaison with other agencies to identify potential funding opportunities and follow up funding application processes.

The D/CEO working with the CEO and Trustee Board will continue development of the work force – both staff and volunteers – to assure an organisational profile that can deliver a transformational agenda, including leading on our Equality, Diversity & Inclusion strategy with accountability to create an inclusive workforce and expand our reach to all communities.



## Key Responsibilities

---

### Strategic Leadership:

- Work with the CEO to advise and assist the Trustee Board in developing Mind in Mid Herts' business plan and strategic objectives
- Own specific workstreams to implement strategic systems which support the delivery of Mind in Mid Herts business plan and strategic objectives
- Mobilise new and innovative services as and when required. Collaborating with key staff on creating effective project management plans with clear objectives and timelines
- Understand evolving legal, national, and local agendas for the development of mental health services
- Have specific responsibilities, in collaboration with the Trustee Board, Managers and staff, to ensure we have an organisation that is fit for purpose, more productive and delivers high quality services as efficiently as possible
- Ensure that Mind in Mid Herts can deliver on key service performance indicators. Considering all the data and review and acting on specific areas of improvement
- Work with the CEO in implementing strategic organisational change and excellent employment practice
- Potential to be the successor for the current CEO in 2/3 years (subject to usual recruitment processes)

### Finance:

- Bring insight and challenge, by working with the charity's finance function and board, to set the annual budget alongside the CEO.
- Provide ongoing monitoring and scrutiny of finances, including budget management and cost control.
- Keep board apprised of financial performance and position, sighting risks and opportunities.
- Assess value for money when reviewing contracts.

### **Organisational Development and Learning:**

- Accountability for the development of an integrated, person focused approach to planning and organisational development that supports Mind in Mid Herts vision to be a leading provider.
- Support the CEO in the development of innovative systems and processes of working to meet the current and future business needs through skill mix review and role redesign.
- Work in collaboration with the CEO and other managers to create a dynamic and flexible working environment where staff are motivated and committed to providing high quality care
- Lead on the development of Mind in Mid Herts' talent and planning across all areas.
- Support to ensure appropriate technology and digital investment in systems are in place for marketing, promotion, engagement, streamlining business operations, and monitoring the organisation's performance.

### **Staff Management:**

- Some line management responsibilities to provide leadership and inspiration to staff in the provision of high-quality services promoting a devolved decision making and staff involvement model.
- Accountability for the development of some of the senior and general management of the various Mind in Mid Herts' locations.

### **Partnership Working:**

- Along with other Mind in Mid Herts' managers, represent the organisation at local and regional forums where senior representation is required.
- Develop partnership working arrangements with other agencies, e.g. Herts Mind Network, and staff across the organisation to enable Mind in Mid Herts to deliver its service strategies.
- Assist the CEO in the development of partnership and whole system working both internally and externally with users/carers and partners in the statutory and community/voluntary sectors, including the Strategic Health Authority, education, and training providers

**Income Generation:**

- Lead on specific strategic development projects working with Trustees and subcommittee teams to deliver our strategy.
- Offer additional bandwidth to the CEO to increase the external profile of Mind in Mid Herts to attract new business and income streams.
- Lead on grants and application on behalf of the organisation.

**Deputy CEO:**

- Deputise for CEO, work with and support senior management and Board sub-committees, and attend board meetings/interact with the board.
- Be Designated Safeguarding Lead and Senior Governance Risk Owner.
- Ensure the effective oversight and delivery of organisations policies and procedures, maintaining an open and supportive culture of practice.
- Assist in financial planning, budgeting, forecasting and overall financial management of the organisation
- To work proactively with National Mind and other local Minds, ensuring continued compliance with the Mind Quality Mark, adhering to the requirements of the Mind Federation Agreement, and learning from the collective experience of the network

**Other duties:**

- All other duties as required from time to time, commensurate with the level of this post.
- Ensure that all responsibilities are met in accordance with procedures and service user/funder requirements
- Maintain the confidentiality of any information gained during employment from both internal and external sources.
- Conform to our service requirements and service user needs.
- Flexibility to work outside of or more than standard hours when necessary to achieve objectives.
- Sound knowledge of our service offering and appreciation of the impact that poor service has on the people who use our services, customers, and our reputation.
- To adhere to all legislative requirements
- To work in line with, and ensure each team member adheres to, policies, procedures, codes and guidance in relation to Health and Safety, disclosure of absence, data protection and equal opportunities.

## Person Specification

<b>Deputy Chief Executive Officer</b>	<b>Essential Criteria</b>	<b>Desirable Criteria</b>
<b>Qualifications</b>		
A professional qualification or equivalent degree related to health and social care		*
Clean driving licence and use of a car	*	
<b>Experience</b>		
At least 3 years in a relevant health, charity or social care organisation as a manager		*
Working with people with mental health needs		*
Finance and budgeting in a not-for-profit environment	*	
Experience of working with a Trustee Board or Board of Directors	*	
Creating and sustaining an effective strategic approach to managing multi-disciplinary team	*	
Developing strong and productive working relationships	*	
Local influencer and network of relationships		*
<b>Skills</b>		
A collaborative, empowering and inclusive style of working	*	
Working knowledge of equal opportunities and the needs of those with disabilities of all kinds		*
Dealing with stressful and difficult situations in a calm manner	*	
Involving people who use services and carers in all aspects of the work		*
Confident and effective communicator	*	
Strong IT knowledge with digital marketing and promotion	*	
External PR - Promoting the organisation in the media		*
Creating and sustaining effective partnerships	*	
Fundraising including bid writing.	*	
Transformation and change management		*
<b>Practical and Personal</b>		
Drive, energy and enthusiasm	*	
Ability to be flexible and 'hands on' when required	*	
Creative and flexible approach to managing and leading an organisation	*	

## How to apply

[Eastside People](#) is supporting Mind Mid Herts in the recruitment for this role. Please [click here](#) to apply by submitting your CV and a cover letter. Please respond to the following areas in your cover letter:

- Your familiarity with mental health challenges and how this resonates with 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. Instead, if you have specific questions about the role, please email Melissa Coope, [melissa@eastsidepeople.org](mailto:melissa@eastsidepeople.org) at our recruitment partners Eastside People.

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

The closing date for applications is **Monday 21<sup>st</sup> October** and our candidate assessment schedule is as follows:

EP interviews carried out through the recruitment process with final interviews taking place by **Wednesday 23<sup>rd</sup> October** – online.

Formal competency-based interviews with Mind Mid Herts will begin week commencing **4<sup>th</sup> November, and finalise week commencing 11<sup>th</sup> November**. Formal interviews will be in two stages: first interview will be face to face and consist of a competency-based interview and presentation, and a final interview will be held online with our Chair and trustee panel.



# Eastside People

Eastside People  
Canopi  
7-14 Dover Street  
London  
SE1 4YR

0203 821 6174  
[eastsidepeople.org](http://eastsidepeople.org)

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