

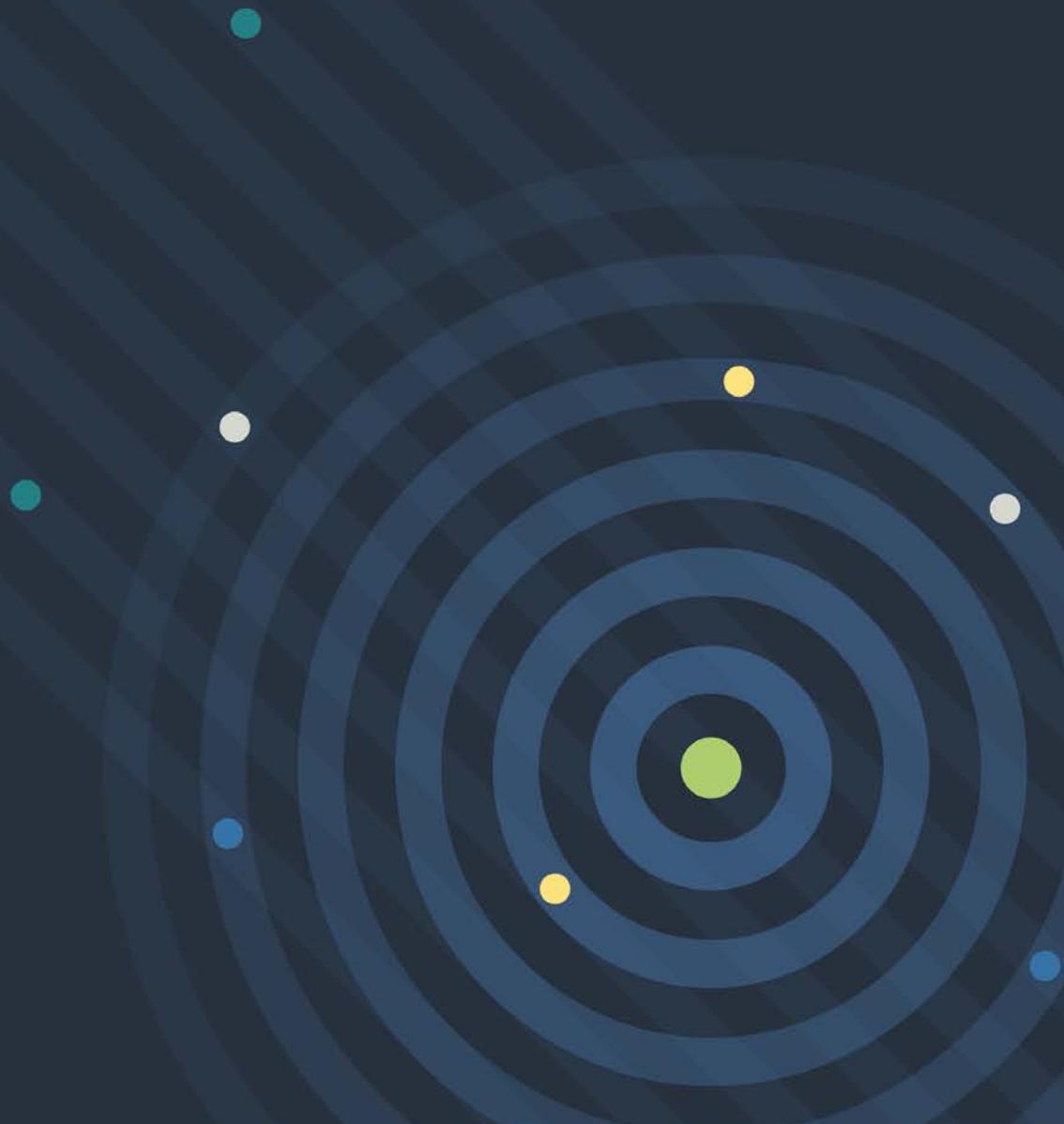
# Attenti

Executive Recruitment Services

## Mental Health First Aid (England)

Chief Executive

Appointment Brief



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## Introduction from Mark Watson-Gandy, Chair of Trustees

I am delighted that you are considering applying for the role of Chief Executive for Mental Health First Aid England. Poppy Jaman our founder CEO will be a hard act to follow though she leaves the organisation very well positioned with a clear vision, a strong senior team and a new and ambitious five year strategy. This really is a very exciting time to be joining MHFA England.

We are a business that has a social purpose with a mission to train one in ten of the population in Mental Health First Aid skills. We are campaigning to change the law, so that every workplace must provide Mental Health First Aid as well as physical first aid so that we can bring equality to mental and physical health in all workplaces.

The campaign is backed by the Leader of the Opposition, Jeremy Corbyn MP and former Minister for Health and Social Care, Norman Lamb MP. If the campaign is successful it will mean that every workplace must provide Mental Health First Aid as well as physical first aid so that we can bring equality to mental and physical health in all workplaces. We all have mental health so let's change the law to reflect this

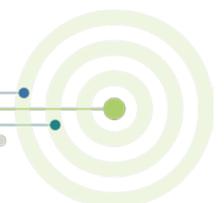
I do hope that having read through the information pack you will decide to apply, but if it prompts any questions or you would like to explore particular aspects, please feel free to contact David Fielding, Managing Partner of Attenti on 07810 507 235.

I look forward to receiving your application

With best wishes



**Professor Mark Watson-Gandy**  
Chair MHFA England



## About MHFA England

### Our vision

Our vision is to normalise society's attitudes and behaviours around mental health, by developing the skills we need to look after our own and others' wellbeing.

### Our mission

We're on a mission to train one in ten of the population in England in Mental Health First Aid (MHFA) skills – because we all have mental health.

### Background

Mental Health First Aid (MHFA) is an educational course which teaches people how to identify, understand and help a person who may be developing a mental health issue. In the same way as we learn physical first aid, Mental Health First Aid teaches you how to recognise those crucial warning signs of mental ill health.

MHFA courses teach people how to recognise the signs and symptoms of common mental health issues provide help on a first aid basis and effectively guide someone towards the right support services. We are part of a global community where over a million people have been trained in MHFA skills so far.

MHFA came to England in 2007 and was developed and launched under the Department of Health: National Institute of Mental Health in England (NIMHE) as part of a national approach to improving public mental health. In 2009 we became a Community Interest Company (CIC) which allows us to be fully self-funded. The MHFA England office is based in Old Street, London with a central team of 50 members of staff.

To date we have trained over 1800 independent instructors who have delivered MHFA courses to over 250,000 people across the country. We also offer in-house training and consultancy directly to organisations through our Client Experience Team. Our goal is to train 1 in 10 people in England in MHFA skills to continue breaking the stigma around mental health and improving access to support.

We continually develop our training products to keep them at the cutting edge of research and best practice. Our courses are tailored to meet the needs of a range of audiences and include Adult MHFA, Youth MHFA, Higher Education MHFA, and Armed Forces MHFA.

We have doubled in size for each of the last few years

- In 2016 we had an income of £1.3 m and 15 Head office staff
- In 2017 we had an income of £2.6m and 25 Head office staff



- In 2018 we have an income of £5m and 50 Head office staff
- In 2019 we anticipate an income of £10m and 75 Head office staff
- In addition we have over 1800 instructors delivering our licensed programmes.

The Chairman of our Board is Professor Mark Watson-Gandy and he is supported by 4 NED's (3 of whom have recently been appointed) with backgrounds in education, and commercial entities

The Senior Leadership Team also Directors of the CIC comprises the CEO, a COO, CFO, CHRO, and Directors of Partnerships and Marketing

### **Our Objectives by 2020**

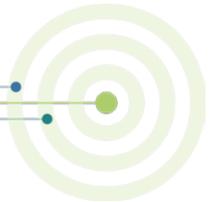
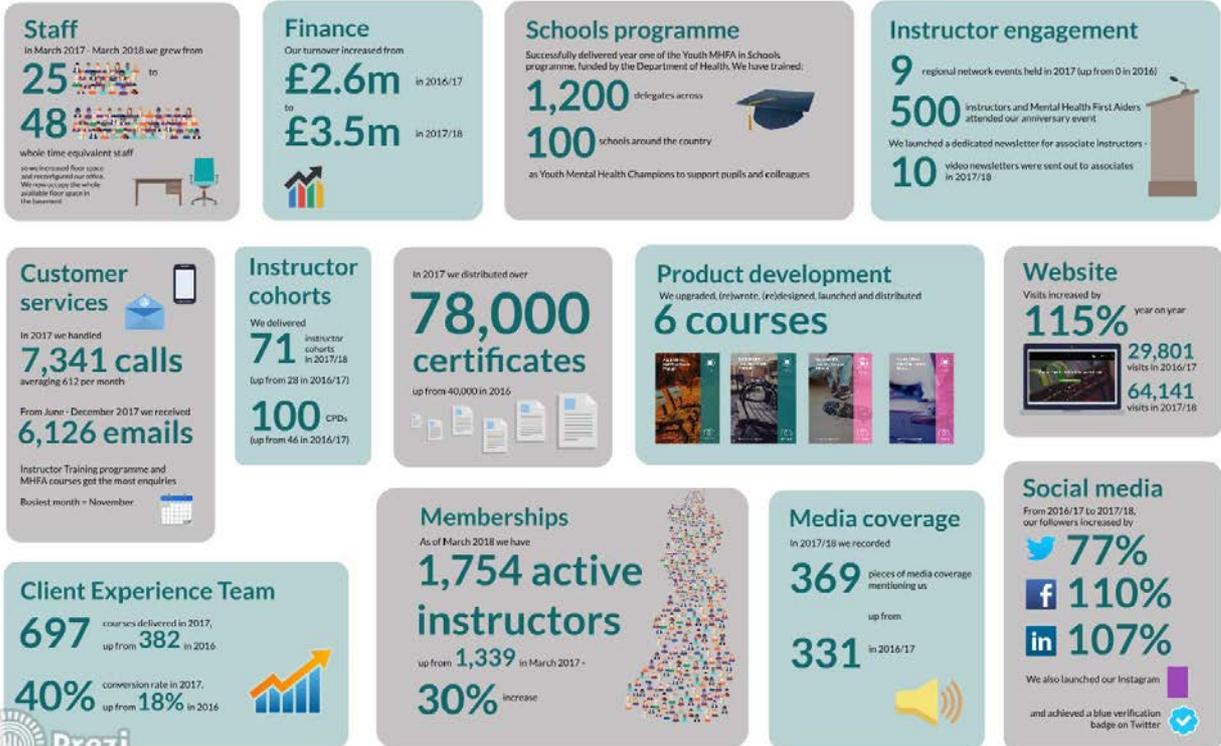
- Increase turnover to £20m
- Two million people skilled in MHFA England products
- We will evidence the impact of our training on organisations, communities and people
- We will aspire to be the market leader for mental health skills training in the workplace
- We will influence publics (pressure groups, sector leaders, policy makers, and politicians) to gain parity of esteem in mental and physical health

There is an early day motion campaign launched to achieve 100,000 signatures to have mental health first aid as a legal health and safety requirement for all employers which has cross party support.

You can find out more about us by visiting our website by [clicking here](#)



## Our year in numbers 2017-18



## Role Description

### Overall purpose of the role

The CEO will report to the Chair of the Board, and will have delegated accountability for the vision, strategic development and direction of the business to ensure continued growth and success. They will have the ability to lead and inspire the Leadership Team to plan, monitor and deliver services effectively and, in conjunction with the Board of Directors, will ensure the highest standards of governance are implemented. They will represent the organisation externally and enhance our reputation and business developments with key stakeholders.

### Key Responsibilities

#### Strategic development and direction

- Accountable to the Board for setting and delivering the MHFA England strategy, plan and objectives
- Inspire and lead the Leadership Team to develop and innovate
- Set and model the culture and tone of the organisation
- Guide the Board and Leadership Team in business development and investment decisions

#### Governance

- Take overall responsibility for the legal, risk and statutory requirements of MHFA England Community Interest Company
- Work with the Board to provide scrutiny, monitor activities and review progress towards achieving the objectives agreed
- Monitor and scrutinise the financial reports and accounts, ensuring that the interests of the business are maintained and promoted



- Provide oversight and governance of ethical decisions on commercial activities and developments

## **Promote and build MHFA England**

- Position MHFA as the leading brand in mental health training in England
- Be a champion of difference and thought leadership to ensure we remain leaders in the field of mental health training
- Understand and influence the current public mental health landscape and ensure that MHFA England are heard and influence future policy and government direction
- Maintain and promote a consistent and positive brand profile
- Establish strong and sustainable relationships with new and existing partners

## **Other Responsibilities**

- To undertake other such duties in line with the function of the post as required by MHFA England.
- Ensure that good practice, policy and brand guidelines are adhered to.
- Promote and model our equality and diversity framework.
- Promote and model our policies and processes including our values and ethos.
- Actively participate in the wider life of MHFA England.



## Person Specification

*You should be able to demonstrate and provide evidence of the following criteria.*

	Essential	Desirable
<b>Experience / Qualifications</b>	<ul style="list-style-type: none"> <li>• Be renowned as a champion of difference</li> <li>• Experienced and successful figurehead for a values based organisation</li> <li>• Experienced leader building and developing successful commercial organisations</li> <li>• Experienced in media interviews and engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Outstanding reputation in mental health or other area of difference</li> <li>• Experienced in building long term partnerships</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Executive level experience in governance and understanding of what makes an organisation successful</li> <li>• Politically savvy and able to influence at the highest levels</li> <li>• Passionate about mental health and able to talk with conviction and knowledge</li> </ul>	<ul style="list-style-type: none"> <li>• Health and wellbeing</li> <li>• Difference and discrimination</li> <li>• Well connected and willing to share contacts</li> </ul>
<b>Skills/ Abilities</b>	<ul style="list-style-type: none"> <li>• A visionary with ability to develop and lead successful teams</li> <li>• An ability to present persuasively and promote MHFA England</li> <li>• Commercial acumen</li> </ul>	<ul style="list-style-type: none"> <li>• Business development skills</li> </ul>



	Essential	Desirable
<b>Competencies</b>	<ul style="list-style-type: none"><li>• An eminent communicator with positive public reputation and able to promote our brand and vision</li><li>• Manages competing priorities</li><li>• Creative and curious</li></ul> Well developed Emotional Intelligence Energetic/Tenacious/Resilient Genuine/Authentic/Open/Approachable	



## Terms and Conditions

Our head office in central London is where our friendly and dedicated team work to make MHFA courses possible. We offer a range of benefits including:

- Competitive Six Figure Salary
- 25 days annual leave plus additional seasonal holidays
- Pension
- Season ticket loan
- Cycle scheme
- Free fruit
- Sports clubs
- Counselling support
- Flexible working practices

MHFA England is proud to be a Disability Confident employer, having achieved Level 2 of the DWP Disability Confident scheme. We're also accredited at the London Healthy Workplace Charter - Achievement Level, which recognises organisations with a 'more advanced and comprehensive approach to employee wellbeing'.



## Timetable

<b>Sunday 1<sup>st</sup> July</b>	Closing date for all applicants
<b>w/k 9<sup>th</sup> July</b>	Preliminary Conversations at Attenti
<b>w/k 23<sup>rd</sup> July</b>	Informal meetings and conversations at MHFA
<b>Tuesday 31<sup>st</sup> July</b>	Final Panel Interviews



## How to Apply

If you are interested in applying for this role, please do so via the Attenti website:

<http://www.attenti.co.uk/MHFACEO>

Please ensure you provide the following:

Please ensure you provide the following:

- 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.
- A comprehensive CV including details of your achievements in each role.
- Details of two referees, one of whom should be with regards to your current or most recent board level role, and let us know whether you would be happy for us to contact them as part of the process. Referees will not, of course, be contacted without your prior consent.

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.

All applications will be acknowledged.

Attenti will respect the privacy of any initial approach or expression of interest in this role, whether formal or informal.

**Please let us know of any accessibility accommodations you may require.**

Closing date for applications is the **1<sup>st</sup> July 2018**.

For an informal and confidential discussion, after having read the appointment brief, please contact our advising consultants Jim Banks on 07787 004 768 or David Fielding on 07810 507 235 at Attenti.

