



CEO

Candidate Information Pack

January 2024

# Welcome by our Co-Chair

We extend our delight and appreciation for your interest in the position of CEO at Rochdale and District Mind.

Our new CEO will join at an exciting time for us, while we reevaluate and refine our strategy to ensure that we not only maintain but elevate the level of support and resources we offer to the diverse communities we serve. Despite being a medium-sized charity, our ambitions reach far, and we are eager to foster further growth. The backbone of our success lies in the passion, skills, and experiences of our dedicated team – individuals who, alongside the Board, are eagerly anticipating collaboration with our new leader.

As a Local Mind organisation, we are proud members of the Mind Network, benefitting from substantial support from National Mind, as well as fostering strong partnerships with our sister organisations across Greater Manchester.

Rest assured, you will have the backing of a dynamic Board of Trustees, each possessing a unique set of skills 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. The Board is poised to expand further in early 2024, enhancing the diversity of thought and expertise within our leadership.

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.

Paul & Kate

## About us

Rochdale and District Mind is a mental health charity that supports people in the community who are facing mental health 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.

Our team consists of over 70 dedicated staff members and volunteers who provide a wide variety of services and activities, such as counselling, group sessions, advocacy, and dementia support. We also have two cafes in our area of operation, one in Rochdale and one in Middleton, where local people can drop by for a hot drink or a bite to eat. To ensure our services are effective and rooted in the needs of the community, we involve the Service Users Forum in shaping our offerings. Our focus is on promoting recovery and wellbeing, empowering individuals to lead meaningful lives.

In recent years, Rochdale and District Mind has experienced significant growth, with both our annual turnover and staff numbers doubling. Whilst our financial health is robust, we recognise the importance of diversifying our income streams for long-term sustainability. Our interim CEO, Mike Ruiter, is guiding us through a period of consolidation and transition whilst we embark on the recruitment of a permanent new CEO who will collaborate with the board to shape our strategic plan for the next three years.

We look forward to welcoming a dynamic and passionate new CEO who will provide strong 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.



## 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

## What our 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.'*

## Diversity

We are a diverse organisation, and we actively work to reflect the community in which we work. A significant number of staff members, volunteers and trustees have lived experience of multiple inequalities, with some of them having started their journey with us by accessing our services.

We value equity, diversity and inclusion. We value and respect all the differences that make us who we are, including age, cultural background, ethnicity and race, disability and mental health, neurodiversity, gender, gender identity and expression, sexual orientation, social background and lived experience.

We believe that a diverse staff, volunteer and board team, coupled with a culture of listening to and acting on diverse perspectives, is crucial for effective leadership and good decision-making. All our team members are expected to demonstrate behaviours that embody respect, openness, and constructive challenge. We encourage applications from suitably qualified candidates who bring fresh perspectives.



# Recruiting a CEO

In recent years, Rochdale and District Mind has undergone significant growth and transformation. We have successfully integrated our offerings into the strategic framework of our local Integrated Care Board, adapting our services to address the evolving mental health needs of our community. Under the interim leadership of Mike Ruiten, we are currently engaged in a phase of reflection and consolidation, poised to embark on the next chapter of our journey from a solid foundation. As we prepare for this exciting next phase, we are seeking a dynamic and visionary CEO who will play a pivotal role in shaping our future strategic direction.

Our ideal candidate is someone who embodies inspiring and authentic leadership, demonstrating a passion for fostering a positive, compassionate, and inclusive organisational culture. We are in search of an individual who thrives from inspiring and motivating teams to achieve outstanding results. The successful candidate will be a highly strategic thinker with entrepreneurial flair, 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.

As the future CEO, you will find yourself surrounded by a dedicated and experienced support network that includes our Co-Chairs, the wider Board of Trustees, as well as our committed 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: CEO

## Key Information

<b>Location</b>	3-11 Drake Street, Rochdale, OL16 1RE
<b>Contract</b>	Full-time (35hrs/week), permanent
<b>Salary</b>	£57-£62k per annum, depending on experience.
<b>Annual leave</b>	25 days annual leave, rising with extended service to 32 days per year, plus statutory bank holidays pro rata.
<b>Benefits</b>	<p>Auto-enrolment pension scheme with 3% contribution from the organisation.</p> <p>Opportunities for flexible working arrangements to help balance work and personal commitments, as deemed reasonable</p> <p>Ongoing training and development opportunities.</p> <p>Our commitment to providing wellbeing opportunities in support of staff, including an Employee Assistance Programme.</p>

## Overall Purpose

- To provide strong 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 our Service Users Forum.
- To advise the Board of Trustees on the organisation's strategic direction and ensure implementation of board decisions.

## Responsibilities:

### Governance

- Lead the delivery of Rochdale and District Mind's vision, mission and values in line with our governing documents.
- Shape the organisation's strategic and operational plans and policies and guide their successful implementation by staff, volunteers and trustees.
- Ensure strong governance and that the Board has sufficient resources, guidance and professional advice to perform its duties.
- 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 our Service Users Forum 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 create an organisational culture that embraces diversity and stimulates curiosity and an ambition for continued learning in this space.



## **Finance**

- Work alongside the Finance Manager 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 Senior Leadership Team, to optimise the financial sustainability of Rochdale and District Mind, through the development of a robust income generation strategy to secure ongoing funding from diverse sources.
- 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.
- Write or supervise the writing of tenders, attend tender interviews and maintain and develop the relationship with commissioners.
- Develop and maintain a healthy fundraising pipeline in collaboration with staff to enable all services to be sustainable and developed further, and new projects are introduced in line with our mission and our evolving community needs.
- Be the main point of contact for commissioners and other funders, optimising opportunities for new growth areas.
- Remain up-to-date with the local and national funding landscape for mental health support.
- Be prepared to flex between the operational and strategic demands of fundraising.

## **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 Senior Services Manager to prioritise timely and meaningful engagement with our Service Users Forum 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 Senior Services Manager 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 Forum, enabling meaningful co-production of services.
- Develop links with relevant statutory and voluntary organisations to identify and explore joint and collaborative working opportunities.
- Attend external meetings, training events, conferences and other functions as required.
- 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 of Trustees.

## **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 a CEO or senior leader in a similar purpose-driven organisation either in the voluntary sector or 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.

- Demonstrable experience in governance and compliance, including working with a Board of Trustees or Board of Non-Executive Directors.
- Experience of 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.
- 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 a Basic 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. Please respond to the following areas in your cover letter:

- Your experience as a senior leader in a voluntary sector, purpose-driven or service delivery organisation.
- 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 above areas and do not expect candidates to have experience in all responsibilities outlined in the Job Description. If you would like a call to discuss the role in more detail, please email Marlijn Wijkhuizen at our recruitment partners [Eastside People](#) to arrange a convenient time at [marlijn@eastsidepeople.org](mailto:marlijn@eastsidepeople.org). 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 adjustments so that we can help with making the application process work for you.

**The closing date for applications is noon on Wednesday the 24<sup>th</sup> of January 2024.**

Interviews will take place in the week commencing 12<sup>th</sup> or 19<sup>th</sup> of February 2024.



# 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.