



## Job Description

<b>Job Title</b>	Head of Sustainability and Growth
<b>Salary Scale</b>	NJC scale 27 – 34 £35,745 - £42,403
<b>Location</b>	Newport, Monmouthshire, Torfaen and Blaenau Gwent
<b>Contract hours</b>	37 hours per week
<b>Responsible to</b>	Director of Finance and Organisational Support
<b>Expenses</b>	Expenses incurred in carrying out the duties of the post will be reimbursed including travel to work places other than your primary workplaces.

### Mind in Gwent

Mind in Gwent is a mental health charity formed by the merger of Newport Mind Association, Mind Monmouthshire and Torfaen and Blaenau Gwent Mind. Bringing three Mind charities together with over 45 years of experience each means that we are uniquely experienced in championing and supporting mental health and wellbeing services. Rooted in our local communities we are able to create connections and deliver to local needs and opportunities.

Mind in Gwent prioritises staff wellbeing, embraces diversity and uses different perspectives to listen well, truly understand need, shape great practise and make a difference to lives. As an organisation we believe in developing our staff teams so that they can feel proud and confident in their knowledge, abilities and personal growth.

The successful applicant will be joining a passionate team of people at Mind in Gwent who have a wealth of experience and who believe in the core values of bringing people together, delivering life changing support, speaking out and fighting for mental health.

### Job Purpose

Mind in Gwent (and its predecessor organisations) has succeeded over the past 45 years to secure funding to deliver services, to develop and to grow. The funding and income comes from a variety of sources such as service level agreements with local Authorities, supported accommodation, grants, training,

counselling, donations, fundraising activities and events. It is only relatively recently that there have been dedicated staff and resources to support Mind in Gwent's ambition to remain sustainable and to continue to grow.

Mind in Gwent in common with many third sector organisations has faced pressure from rising costs, reduced funding and increased demand for services at the same time as experiencing increased competition for funding and income generation across all funding sources. Mind in Gwent's board has prioritised this area of work and recognises that there are areas where there is the potential to secure growth as a result of the formation of Mind in Gwent.

Mind in Gwent, as a new organisation, is just beginning to establish its brand across the communities we serve building on the foundations that the Mind brand provides, there is still a long way to go. This role has a central part to play in growing the awareness of Mind in Gwent, what it is, what it stands for and what it delivers.

The message needs to be delivered and heard by people with mental health problems, by our communities and by our stakeholders, staff, volunteers, fundraisers, funders and statutory organisations.

We have a strong history of co-production and participation of people in the development of our projects and we champion people's voices in all that we do.

As a team, we pledge to champion people and to put them at the heart of all that we do. We create meaningful opportunities for people to participate in our services and shape what we do. Where possible, we make sure that our projects and provisions are co-produced.

We create platforms for people's voices to be heard, which allow for social action and systemic change, to improve the experiences that people have when seeking support for their mental health.

We pledge to never give up on fighting people's rights and to improve the systems in place to support them.

We are recruiting a Head of Sustainability and Growth to coordinate, lead, develop and expand our sustainability, growth and marketing activities and team across Mind in Gwent. To take strategic leadership and responsibility for the sustainability, growth and marketing activities, coordinating and managing the sustainability, growth and marketing team.

It is essential to have experience of management and working in a third sector organisational setting, along with a willingness to embrace and develop our sustainability, growth and marketing activities to generate more income and impact for Mind in Gwent.

The Head of Sustainability and Growth will be a member of the wider leadership team of Mind in Gwent taking collective responsibility for Mind in Gwent decisions and communicating them to colleagues in a constructive and positive way.

The successful candidate will need to demonstrate high levels of professionalism, leadership and management skills, innovation and a dedication and passion for co-production and participation of people. Close liaison with the Director of Finance and Organisational Support at Mind in Gwent, Heads of Services and other Senior Managers across Mind in Gwent will be an integral part of the work.

The role is subject to receiving satisfactory references and probationary period.

## **Key Responsibilities**

### **Site Management:**

- To develop sufficient knowledge and understanding to provide short term cover in the absence of one of the Heads of Service at the localities in Newport, Torfaen or Monmouthshire fulfilling their locality responsibilities as outlined below.
- To take the lead on ensuring that the culture and behaviour of the locality is in line with the values of Mind in Gwent.
- To spend a portion of the working week based on one of the above sites supporting the effective functioning of all teams on the site.
- Provide support and advice for the dedicated locality and ensure that the needs of the community, people we provide services to and the staff are represented.
- Develop excellent knowledge and expertise of the strategic and policy contexts for the dedicated locality.
- Develop good working relationships with the people we provide services to, commissioners, funders and stakeholders within the community.
- Attend and contribute to relevant meetings, forums and events in the locale.

## **Strategic Leadership:**

- Develop and maintain a detailed understanding of the local and national context for mental health services and the funding of such services identifying where potential opportunities may arise.
- Together with the Leadership Team, develop and implement Mind in Gwent's Strategic and Business Plans and organisational strategic decision making.
- Manage Social Media, Communications and Digital colleagues and coordinate the effective marketing of Mind in Gwent and its sustainability and growth activities (Community Fundraising, Training and paid for wellbeing activities) to individuals, the third sector, the statutory sector and to businesses.
- Attend the Board of Trustees and relevant Board sub-committees and provide reports for these meetings.
- Build and maintain excellent relationships with Mind in Gwent's subsidiary Mental Health First Aid Wales (MHFAW), commissioners, funders and other local providers. Represent Mind in Gwent at key partnership forums and networks, ensuring the organisation's reputation and brand is trusted and influential.

## **Business Development:**

- Analyse, plan, and implement sustainability, growth and marketing activities, taking account of the opportunities, target markets and Mind in Gwent needs/capacity, so as to generate agreed business growth.
- Identify grant, tender and contract opportunities, coordinating applications using the knowledge, skills and expertise of services colleagues and managers and people with mental health addressing problems to maximise the chance of successful outcomes.
- Develop and implement short, mid and long term sustainability and growth generation action plans based on strategic analysis, key priorities for action, risk/return and the ease of implementation.
- Work closely with MHFAW to share market/funding information and identify partnership and collaboration opportunities.
- Develop relationships with other local Mind associations fostering collaboration and identifying partnership opportunities.
- Imaginatively develop fundraising approaches to raise income and Mind in Gwent's profile such as Mental Elf or being the lead charity for Newport Marathon Festival.
- Oversee and develop a researched pipeline of grant, trust and foundations applications, increasing the amount of unrestricted income raised from these sources.

## Project and Service Development

- Work closely with the wider leadership team to enhance and develop wellbeing services and products to generate income such as private counselling, employee assistance, subscription services, wellbeing programmes, alternative therapies, mindfulness and yoga classes, coaching
- Research relevant models of good practice, disseminating good practice guidelines, and initiating new services or provision becoming recognised as an expert in business development and income generation for local Mind associations.
- To provide supervision and support to the sustainability, growth and marketing team across Mind in Gwent.
- To provide leadership to the sustainability, growth team and marketing team whilst fostering a culture of inclusivity, empowerment, autonomy and responsibility, to champion innovation and new ways of working.
- To manage risk to the organisation by overseeing all sustainability, growth and marketing activities and ensuring that all policies/ procedures and training are up to date and reviewed as needed.
- To coordinate, manage and lead a safe, professional and accessible sustainability, growth and marketing team.
- To develop and review appropriate policies and procedures, including referral, cancellation, assessment and administrative procedures.
- To work with the wider leadership team to develop the sustainability and growth activities across Mind in Gwent.
- To lead the recruitment and induction of sustainability and growth staff.
- On receipt of new funding to work with the wider leadership team to implement new services and projects in line with Mind in Gwent's policies and procedures.
- To be the main line of communication between the sustainability and growth team and the Senior Leadership Team.
- To identify potential training needs for the sustainability and growth team.
- To promote and publicise the activities of the sustainability and growth team among relevant agencies, referrers, service users and potential service users.
- To liaise and network with relevant statutory and voluntary sector partners, developing and maintaining relationships with key partners across Gwent.
- To liaise with regulatory bodies as required.
- To lead on governance related tasks such as obtaining quality marks and accreditation of services provided by the sustainability and growth team.
- Contribute to strategic and business objectives for Mind in Gwent as a whole and for sustainability, growth and marketing specifically.

## **Service Monitoring & Evaluation:**

- To support sustainability, growth and marketing team members in the set up and maintenance of appropriate record keeping systems in line with data protection requirements.
- To ensure sustainability, growth and marketing team outcomes and outputs are effectively monitored and evaluated and deadlines are met.
- To support sustainability, growth and marketing team members in ensuring budgets are adhered to and financial systems maintained.
- To undertake gap analysis of services and needs within the communities, in partnership with relevant parties (local organisations, health and social care professionals and Local Authorities) to address gaps in service delivery and inform funding applications.
- Lead on the implementation and development of databases and forms for the sustainability, growth and marketing team, and ensure they are being consistently used to capture and analyse required service data in a way that is compliant with data protection regulations.
- Act as Mind in Gwent's Data Protection Officer monitoring internal compliance, informing and advising on data protection obligations, provide advice regarding Data Protection Impact Assessments (DPIAs), act as a contact point for data subjects access requests and the Information Commissioner's Office (ICO).

## **Co-production and participation:**

- To champion the voices of people and create meaningful and authentic opportunities for co-production in the design and delivery of sustainability and growth activities.
- To uphold and work towards the pledge of participation and engagement of those who use our services in all that we do.
- Embrace the need for systemic change for better mental health and wellbeing services and reflect on the participation of our communities in the governance of the work of the sustainability and growth team.
- Share skills, knowledge and expertise to improve service delivery at all levels of the organisation.
- To champion co-production, participation and the voices of our communities when liaising with commissioners and funders, in line with social action principles.
- To create a culture of inclusivity, diversity and equity for all individuals within the sustainability and growth team and those that work or support the team.
- Oversee the effective recruitment, development and policy framework to attract, induct and develop the capacities and contribution of volunteer

supporters. Ensure an active two way dialogue with volunteer groups and explore feedback on service quality and improvement

### **Expectations:**

- To work in line with, and to support the delivery of, the vision, mission, values and goals of Mind in Gwent and to be a champion for Mind in Gwent at all times.
- Adhere to and work within all the policies of Mind in Gwent, such as child protection policy, protection of vulnerable adults, confidentiality and data protection policies, and the policies contained within the employee handbook.
- To actively participate, engage with, and respond to, the Mind in Gwent supervision and appraisal processes.
- To attend and positively contribute to Mind in Gwent meetings and other meetings as required.
- To attend and positively contribute to Mind in Gwent and external training as required.
- To actively contribute to a positive, supportive and constructive working ethos, relationships and environment within Mind in Gwent, partner organisations and other organisations.
- To support and contribute to our overall aim of the participation of people with experience of mental health problems, including within Mind in Gwent and to be committed to working alongside people with experience of mental health problems, as colleagues, (paid & unpaid) experts and campaigners.
- To be flexible, adaptable and undertake work to support the aims of Mind in Gwent as required.

**Person Specification:**

Person Specification	Criteria
Experience	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Experience of developing and delivering an integrated sustainability, growth and marketing strategy.</li> <li>• Experience of successfully generating increased income from a variety of sources, such as contracts, grants, paid for services, community fundraising etc.</li> <li>• Experience of managing multiple projects/ teams</li> <li>• Experience of managing multiple priorities</li> <li>• Experience of leadership and staff management</li> <li>• Multi-agency working</li> <li>• Building and maintaining relationships</li> <li>• Experience of managing finances and budgets for multiple projects</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience of policy writing and implementation of new policies and procedures to multiple teams</li> </ul>
Knowledge	<p><b>Essential</b></p> <p>Sound knowledge of:</p> <ul style="list-style-type: none"> <li>• Income generation, community and event fundraising, mental health tenders, grant funding and paid for mental health services in the third sector.</li> <li>• Key legal requirements and codes of practice such a GDPR and those governing fundraising.</li> <li>• Co-production and participation approaches</li> <li>• Mental Health and wellbeing approaches and evidence-based models e.g. trauma informed working, resilience and restorative approaches.</li> <li>• Monitoring and Evaluation</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Service Design</li> </ul>



Qualification and training	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Level 7 or equivalent or qualified by experience</li> <li>• ILM/ Leadership and Management qualification or equivalent or qualified by experience</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Qualifications Relevant to Sustainability and Growth such as an MBA</li> </ul>
Competencies and skills	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Proficient IT skills and knowledge of Microsoft packages in particular MS Word and Outlook</li> <li>• Coaching and mentoring skills</li> <li>• Reflective practitioner</li> <li>• Ability to think and work strategically</li> <li>• Ability to work with complex issues and manage a demanding workload</li> <li>• Proficient presenter and facilitator</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Ability to supervise volunteers/ students</li> </ul>
Personal Characteristics and other	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• High level of intra and interpersonal skills</li> <li>• Ability to carry out evaluation</li> <li>• Strong verbal and written communication skills</li> <li>• Able to build effective and engaging relationships</li> <li>• Ability to respond constructively to change</li> <li>• Attention to detail</li> <li>• Resilient</li> <li>• Reliable</li> <li>• Collaborative</li> <li>• Solution focussed</li> <li>• Flexibility of approach</li> </ul>

### Disclosure and Barring Bureau Check:

Because of the nature of this job, it will be necessary for the appropriate level of disclosure and barring check to be undertaken. Therefore, it is essential in making your application you disclose whether you have any pending charges, convictions, bind-overs or cautions and, if so, for which offences. This post will be exempt from the provisions of Section 4 (2) of the Rehabilitation of Offenders 1974 (Exemptions) (Amendments) Order 1986. Therefore, applicants are not entitled to withhold information about convictions which for other purposes are ‘spent’ under the provision of the Act, and, in the event of employment being taken up,

any failure to disclose such convictions will result in dismissal or disciplinary action by the Authority. The fact that a pending charge, conviction, bind-over or caution has been recorded against you will not necessarily debar you from consideration for this appointment.