



Executive Search by Professionals, for Professionals
Our Experience Makes the Difference



**Health
in Mind**

Engaged by our client to recruit a

Head of Engagement and Income Generation

Candidate Information Brief

About our Client

Health in Mind

Health in Mind is one of Scotland's best-known and trusted mental health charities. Since 1982, Health in Mind has evolved in response to need and now promotes positive mental health and wellbeing in local communities across Scotland.

Last year Health in Mind celebrated its 40th birthday, and this has reinforced its strong history of creativity and innovation, its positive, hopeful, and inclusive approach, and its knowledge and experience of working alongside people to improve mental health and wellbeing.

Further information

Website

['Sharing Hope' Strategic Plan 2023-2028](#)

[Annual Report 2022-2023](#)

Health in Mind's purpose, values and approach

Our vision:

Everyone in Scotland has positive mental health and wellbeing and can access high-quality support if, when and how they need it.

Our purpose:

Through our unique pathway of support, collaborations, campaigns, and resources, we build hope, resilience and understanding of mental health and wellbeing.

We bring this to life by:

- Living our values: our values are central to everything we do and the way we work. We put people at the heart of all we do and are committed to creating opportunities for people to progress in their lives - and within our organisation.
- Focusing on communities: we build strong connections and relationships in local communities to truly understand and respond to local needs. We are committed to providing a range of approaches that help make mental health support accessible to everyone.
- Being knowledgeable and expert: we take an evidence-based and trauma skilled approach to our support. We embrace and value lived experience and are proud that many of our team members are experts by experience - this expands and enhances our mental health and wellbeing knowledge and expertise.
- Having national reach: our website and online self-help resources, campaigns, trauma support and partnerships extend our reach across Scotland. We are a key part of the In Care Survivors Alliance - Scotland's first alliancing partnership - providing support for survivors of in care abuse or neglect in Scotland.



Engagement and Income Generation

at Health in Mind

As the world continues to change, support for people's mental health and wellbeing has never been more needed.

The lasting effect of the pandemic continues to impact many people and communities across Scotland.

The cost-of-living crisis has exacerbated these challenges for people and communities, and services and support organisations alike.

Challenges are experienced in every community across Scotland, but we know that social and health inequalities mean some people and communities are disproportionately impacted.

Underpinned and supported by our commitment to engagement and income generation activity, Health in Mind has a direct contribution to make to the current and future improvement of mental health and wellbeing in Scotland.

- Our knowledge, learning and expertise help inform and influence national and local policy and practice developments.
- Our awareness-raising campaigns build understanding and reduce stigma.
- Our easy-to-access online and in person approaches enable more people to take action to improve their health and wellbeing.
- Our pathway of high-quality services enables people to access a range of support when, how and where they need it.

The role of Head of Engagement and Income Generation is therefore key to our 'Sharing Hope' and to the success of our strategic plan by:

- Raising awareness and building the profile of Health in Mind's work and of mental health, wellbeing, and the impact of trauma across Scotland.
- Generating unrestricted income through different routes including fundraising and providing training offers.
- Engaging with a wide range of stakeholders to ensure Health in Mind's work reflects the needs of communities and amplifies the voices of people with lived experience.

Our values



From the Chief Executive

of Health in Mind

Dear Prospective Applicant

Thank you very much for your interest in the role of our Head of Engagement and Income Generation for Health in Mind. We are excited by the importance and potential of this significant opportunity and hope you find the contents of this pack both informative and inspiring.

As Head of Engagement and Income Generation you will lead and shape all our internal and external communication, information services, brand, fundraising and income generation work under one integrated team to support the shared delivery of our purpose, vision, mission and values.

As a member of the Senior Management Team, this pivotal strategic role will also work with our Board, Executive Team, dedicated staff, volunteers, supporters and people who access our services to deliver our organisation's strategy, thereby supporting and sustaining our growth and development.

If you would like to find out more, please contact Martin Oxley (Depute Chief Executive) to arrange a chat or a visit (martin.oxley@health-in-mind.org.uk). It would be a pleasure to welcome you.

We look forward to receiving your application.

With all good wishes.



Wendy Bates
Chief Executive



Committed to creating opportunities for people to progress in their lives



About the Senior Management and Engagement and Income Generation Team

People tell us what we do is special and unique – it's the 'Health in Mind way'.

This post heads the Engagement and Income Generation organisational pillar. The Head of Engagement and Income Generation leads their team to work closely to support the delivery of Health in Mind's strategy, vision and purpose by:

- Raising awareness and building the profile of Health in Mind's work and of mental health, wellbeing, and the impact of trauma across Scotland.
- Generating unrestricted income through different routes including fundraising and providing training offers.
- Engaging with a wide range of stakeholders to ensure Health in Mind's work reflects the needs of communities and amplifies the voices of people with lived experience.

The Head of Engagement and Income Generation is a member of the **Senior Management Team (SMT)**. SMT oversees Health in Mind's overall performance and delivery.

SMT focuses on organisational leadership and direction, ensuring the effective decision making and prioritisation of resources in support of the achievement of Health in Mind's vision and purpose and the strategy, commitments and plans which underpin them.

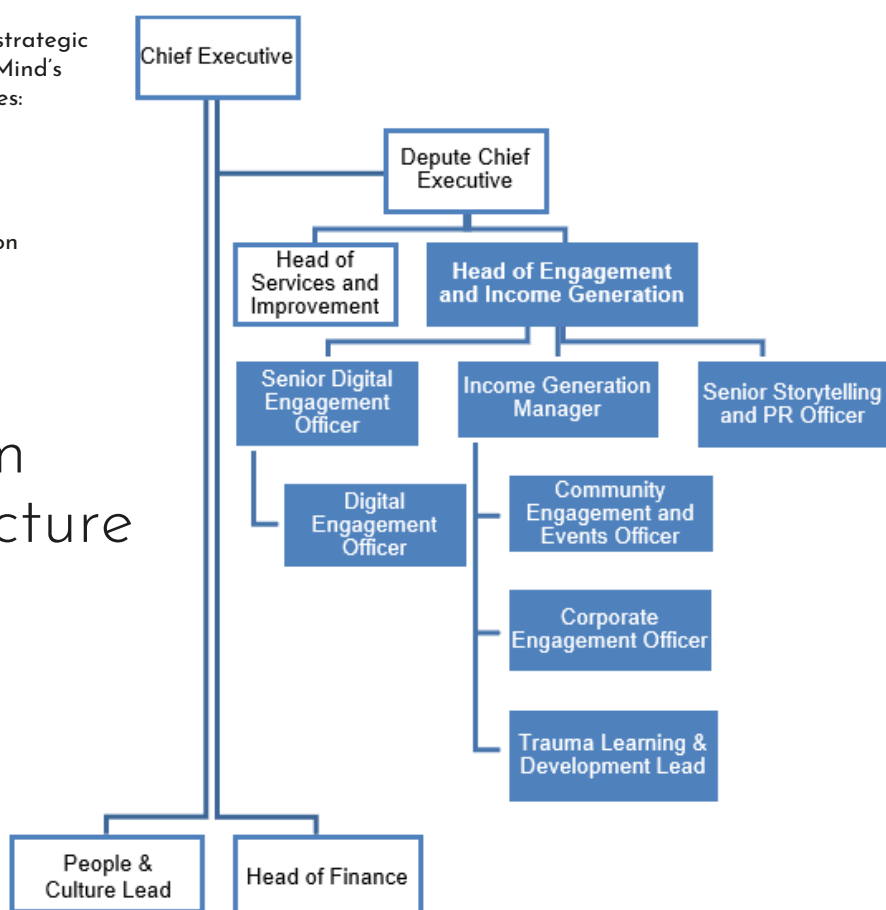
Our strategy embraces the key commitments to:

- Keep people at the heart of all we do
- Be there for people when, how and where they need us
- Share our learning and experience.

To accomplish this SMT brings together its strategic and management oversight with Health in Mind's 'Five pillars of focus' approach which includes:

- Governance and Leadership
- Growth and Development
- Service and Support Delivery
- Engagement and Income Generation
- Corporate Services

Team Structure



Role Profile

1. Strategic Focus

As a member of Senior Management Team, I contribute to the strategic leadership and direction of the organisation, to ensure the achievement of our strategic commitments and objectives.

I lead and shape the work of Health in Mind's Engagement and Income Generation team to be fully aligned with the organisation's strategic objectives and plans.

I make sure we build Health in Mind's profile, market its services and raise awareness of mental health and wellbeing in the community through appropriate opportunities, partnerships, fundraising activities and links with the media.

I maximise our income generation by shaping and leading delivery of a broad-based annual plan.

I develop and monitor our brand so that it fully reflects our values and strategy and ensure that it's embedded across the organisation.

I lead on engagement initiatives to increase our reach and work closely with the Head of Services and Improvement and the Executive Team to systematically generate insights and identify new and existing strategic opportunities for expanding Health in Mind's engagement with key stakeholders - including people accessing our services, volunteers, community partners, businesses, commissioners, and funders.

I ensure we are maximising all our digital channels, websites, and social media to increase our engagement and reach in the community.

I lead on all internal communications and internal brand guidelines

2. Relationships

I lead, inspire, and motivate a fully integrated team ensuring my management approach reflects Health in Mind's values and that every member of my team is able to realise their potential.

I build positive, respectful relationships with both internal and external stakeholders, taking a consultative approach and seeking to understand the challenges of partners.

I am articulate and persuasive in representing the interests of Health in Mind and strive to ensure my relationships are open, honest and that feedback is highly valued.

3. Managing Resources and Risk

I lead, inspire, and motivate a fully integrated team ensuring my management approach reflects Health in Mind's values and that every member of my team is able to realise their potential.

I build positive, respectful relationships with both internal and external stakeholders, taking a consultative approach and seeking to understand the challenges of partners.

I am articulate and persuasive in representing the interests of Health in Mind and strive to ensure my relationships are open, honest and that feedback is highly valued.

4. Professional Development and Support

I am accountable for my work and my professional development, and I seek support both internally and externally to ensure my continuous professional development and realise my potential.

5. Other

I uphold all relevant professional codes of practice including, but not limited to: Institute of Fundraising Guidelines and Investors in Volunteer Standards

I understand and implement Health in Mind policies and procedures.

I understand the importance of the SSSC Codes of Practice and ensure that my work upholds these codes.

I use a variety of methods to foster a climate of innovation and lead my team to focus on continuous improvement and delivery.

About You

We look for a range of experience, skills and knowledge. The most important aspect for us is values fit. If you feel a connection with our approach, beliefs and values, we'd love to hear from you even if you don't have all the required experience, skills and knowledge. We can help you develop those..

We value lived and professional experience equally.

I can demonstrate that:

- I have significant professional experience of organisational communications, engagement, information services, fundraising and marketing.
- I have experience of developing and delivering income generation plans and approaches.
- I have experience of leading, coaching and developing a multi- disciplinary team.



We support ongoing learning and sponsor many employees to undertake further qualifications:

- I have knowledge and understanding of the context of Health in Mind's work in Scotland, including the work of statutory authorities and relevant policies and strategies.
- I have knowledge and understanding of mental health and health / social care in the context of the organisation's services.
- I have knowledge and understanding of leading, developing and motivating a team and may possess a management qualification.
- I have knowledge of assessing and analysing relevant information in relation to delivery.
- I have a practical understanding and experience of using and developing quality review tools and associated improvement plans.
- I have a clear understanding of confidentiality, and data protection requirements.



If you do not currently have all the skills required, we can build these into a tailored development plan:

- I am skilled at strategic thinking and problem-solving, focussing on process and outcomes.
- I am skilled at driving and influencing change.
- I am creative and innovative - formulating new ideas, or adapting / using existing ideas in a new or unexpected way.
- I am skilled at negotiation and influencing, gaining support and buy in from others within a multi- stakeholder environment.
- I am skilled at project management, focussing attention on critical priorities, working to agreed timelines and adjusting where necessary.
- I take responsibility for my work and maintain professional standards.
- I am a skilled communicator, communicating clearly and accurately. I am consultative and listen actively.
- I am skilled at ensuring continuous improvement and critical evaluation of services and activities.



Our behaviours are underpinned by our values:

- I am self-aware and I work in a reflective and consultative way to improve my own practice/approach.
- I am resilient and able to cope with the pressure and demands of the role. I am flexible and able to adapt to the culture of the organisation.
- I am action / solution focused and professional in my approach.
- I understand the importance of working closely with my manager and as part of the Senior Management Team to keep them informed about progress and challenges.
- I am willing to reflect on my work practice and am open to constructive feedback.
- I take responsibility for managing my work life balance.
- I contribute to improved internal communications across Health in Mind.
- I always project a positive image of Health in Mind.

Remuneration Package & Benefits

Flexible working: Full time from office or a combination of home working and office working to be agreed with line manager.		
Compensation: £45,777		
Terms: Permanent role, 36.25 hours per week.		
Holidays: 30 days annual leave, 2 wellbeing days plus 10 public holidays full time (36.25 hours per week). Pro-rata for part-time staff.		
Sick Pay: In addition to Statutory Sick Pay, Health in Mind offer a generous company sick pay scheme that increases with your length of continuous service.		
Length of Service	Normal Pay	Half Pay
less than 1 year	5 weeks	5 weeks
1 - 2 years	9 weeks	9 weeks
2 - 3 years	18 weeks	18 weeks
3 - 5 years	22 weeks	22 weeks
5 years or more	26 weeks	26 weeks

Remuneration Package & Benefits

Pension:

Health in Mind uses the government NEST scheme and operates auto-enrolment into our pension scheme. You will be automatically enrolled into the scheme if you earn more than £10,000. Full information for employees is provided. The employer contribution is 3%.

Employee Assistance Programme:

Health in Mind offers a comprehensive Employee Assistance Programme through VIVUP. This offers a range of services including telephone support, legal information, medical information, structured telephone and face to face counselling, and Active Care (early intervention for stress).

Union:

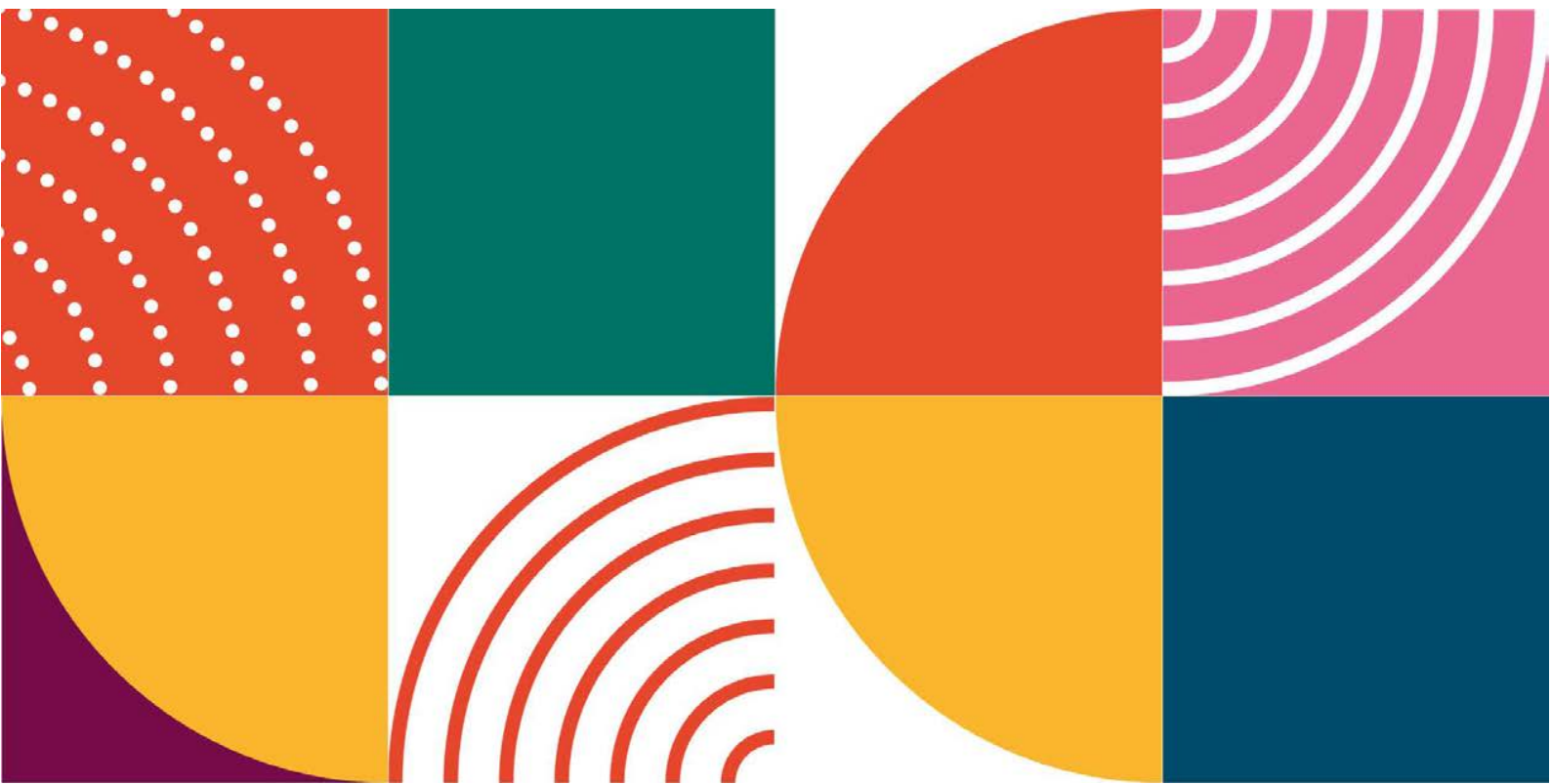
Health in Mind has a recognition agreement with Unite the Union. All staff have the opportunity to join Unite.

General employment policies:

Health in Mind is an equal opportunities employer, and we are proud of our terms and conditions. We recognise that from time to time our employees may need additional support and as such we offer a flexible and supportive working environment. This includes specific policies on matters such as paid compassionate leave, special leave, financial support for occupational training and the opportunity to negotiate flexible working arrangements.

I'm genuinely impressed at the values and culture that lie at the heart of Health in Mind. The team are incredibly warm, approachable, and understanding - colleagues who have lived experience bring invaluable insight and can add another dimension to individual support.

Collette, current staff member





Eilish McDowell

Will be the Consultant who will lead on this role

Contact details

📞 Phone: +44 (0)7720 249200

✉ E-mail: eilish@caithnessconsulting.co.uk

How to Apply

Caithness Consulting has been appointed by Health in Mind to conduct this search on their behalf. We pride ourselves on our candidate centred approach and welcome initial confidential discussions with potential candidates before deciding to apply. Should you wish to do so, please contact Eilish to arrange a convenient time.

Alternatively, please submit a copy of your CV to Eilish along with a one page covering letter outlining why you believe you are a good fit for this role.

Closing Date: Friday 15th December 2023

Interview Date: Thursday 11th January 2024

A full job and person specification, plus other documents of interest are available to download from the vacancy page on our website. www.caithnessconsulting.co.uk

Our professional integrity underpins and informs everything that we do individually and as a company.

As the world of recruitment becomes ever more reliant on technology and while we embrace these benefits, we never forget that we are in a “People Business” and People matter.



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www.caithnessconsulting.co.uk