Dear Applicant,

Thank you for your interest in this post of **Head of Charity Development**. This is a key role in our organisation.

Please find attached an application pack that I would ask you to complete and return either by post to:

Recruitment

Mind in Mid Herts

11 Hatfield Road

St Albans

Hertfordshire

AL1 3RR

or by email to [recruitment@mindinmidherts.org.uk](mailto:recruitment@mindinmidherts.org.uk) no later than **12 noon, Wednesday 16th July 2025.**

Interviews will be held on **Wednesday 30th July 2025** in St Albans**.**

We look forward to reading your application.

Yours faithfully,

**Bal Bhathal**

**Office Manager**

**About Mind in Mid Herts**

Do you want to support people with mental health issues? Are you calm, non-judgmental and able to work effectively with people experiencing emotional distress? Would you like to be a part of a dynamic team striving to break down barriers for those that need help and support, and want to be part of our mission to provide prevention, recovery, and support services in Hertfordshire to empower people to take control of their mental health? If the answer to all of these is yes, we want to hear from you.

***“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.”***

Mind in Mid Herts has a strong track record of delivering care and support working with people on their pathway to recovery. 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), Hertford (2009) and Hatfield (2024).

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)
* Employment 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)
* Peer support – these groups are led by people with lived experience.

**JOB DESCRIPTION, Head of Charity Development**

Reporting to: Deputy CEO

Responsible for: Developing and owning areas that support overall charity development, including income generation through corporate and community fundraising, marketing and communications and insights and data. To develop a strategy for Mind in Mid Herts to drive new partnerships through diversifying our income streams, positioning our organisation competitively and sustainably, and ensuring we develop our insights and data for impact, leading us to develop our data driven service delivery.

Duration: 12 months fixed term contract

Hours: Full time – 37 hours per week

Salary: £40,000 per annum

Location: Flexible hybrid working environment – working from home or based at one of our centres in Stevenage, St Albans, Hatfield and Hertford

Closing date: 12 noon, Wednesday 16th July 2025

Interviews: Wednesday 30th July 2025

We are Mind in Mid Herts, a leading mental health charity based in Hertfordshire, affiliated to National Mind, with centres in St Albans, Hatfield, Stevenage and Hertford. We are working to reduce the stigma of mental health diagnosis, and we support people with mental health conditions to create a pathway to recovery. 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.

*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. It is MiMH's intention that this job description is a guide to the major areas and duties for which the jobholder is accountable. However, services will change, and the jobholder’s obligations might vary and develop, so the job description should be seen as a guide and not as a permanent, definitive and exhaustive statement.*

**Overview**

We are looking for an ambitious and energetic Head of Charity Development to work very closely with the Deputy CEO to support change, diversification and transformation at Mind in Mid Herts. Effectively managing and expanding our income generation streams, through focusing our corporate and community fundraising; enhancing our marketing communications and positioning internally and externally, and using data-led insights to transform our income across the organisation.

You will be the lead on income partnerships and corporate development, working with our Leadership Team across the organisation to expand our service portfolio. You will be responsible for developing and deploying a new income generation strategy. You will have a passion to see more local funding sourced to support the work of Mind in Mid Herts to ensure it continues to deliver high quality services and, importantly, enable investment to underpin the ever-increasing demand in the county.

Income generated will underpin the stability of the existing services that the charity offers today to ensure we have a sustainable future and can meet current demand. The second element of income generation will be to invest in new initiatives and services as demand grows and to support growth areas in our strategy.

**Principal Responsibilities**

* Increase and diversify our income generation, including through corporate and community routes in fundraising, marketing and insights.
* Accountable for budget and financial targets to support income generation through fundraising, donations and corporate approach; ensuring sustainable development for MiMH.
* Lead the creation and delivery of a new business, digital marketing and fundraising strategy for Mind in Mid Herts.
* Deliver on strategic aims of income diversification for MiMH including sponsorships, donors and corporate partnerships.
* Review, update and implement effective monitoring and supervision procedures for the team. Line managing the Charity Development Team will include Fundraising, Marketing and Communication and Insights and Data.
* Manage and support the Marketing and Communications Manager and functions to develop clear positioning, brand and voice for MiMH across the organisation; supporting internal and external communications.
* Accountable for the delivery of the aligned budget to the Charity Development team with financial investment targets to be met.
* Work with the DCEO to promote Mind in Mid Herts’ services, with the aim of driving sustainable income growth.
* Identify and develop a strong pipeline of business and partnership opportunities.
* Work with the CEO and DCEO to nurture new networking opportunities that could develop into funding, ambassadors, patrons or partnerships for the future.
* Report to the Board of Trustees on progress against income generation development activities and targets; supporting Sub Committee work.
* Act as a positive role model showing professional and caring attitudes and behaviours towards other team members, partners, service users and carers; be an effective and supportive and dynamic Leadership Team member.
* To be committed to the work and purpose of MiMH and to promote team working.

**General Responsibilities**

* Work within the ethos, vision and values of the organisation and in line with the organisation’s strategy, policies and procedures including the equalities statement.
* Ensure all charity development activity meets GDPR, data compliance and regulatory requirements including fundraising standards, Advertising Standards Authority and other digital compliance.
* Comply with Mind in Mid Herts’ policies and procedures, in accordance with all instructions, information and training supplied.
* Promote positive understanding, awareness and attitudes of mental health issues amongst others.

**Benefits**

* 25 days paid holiday per year, April 4th – April 3rd (pro rata for part time staff)
* Statutory bank and public holidays (pro rata for part time staff)
* A contributory pension scheme
* 3 additional days’ leave – Birthday Leave, Wellbeing Day and Volunteer Day for Mind in Mid Herts
* 3 months’ notice, initial probationary period of 6 months
* Staff Training and Development
* Peer Support.

**PERSON SPECIFICATION**

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| --- | --- | --- | --- | --- | --- |
| Head of Charity Development | | **Essential** | | **Desirable** | |
| Qualifications | |  | |  | |
| Driving licence and use of car | | **✓** | |  | |
| Commutable across and around Hertfordshire | |  | | **✓** | |
| **Skills** | |  | |  | |
| Ability to forge strong and lasting relationships with external organisations and partners | | **✓** | |  | |
| Ability to work collaboratively and influence senior contacts in organisations across the county to invest or partner with the charity | | **✓** | |  | |
| Excellent written and verbal communication skills | | **✓** | |  | |
| Strong presentation and negotiation skills | | **✓** | |  | |
| Fundraising and income skills in partnership working, networking and comprehension of marketing, data and corporate value | |  | | **✓** | |
| **Knowledge and Experience** | |  | |  | |
| Proven working experience in income generation with success | | **✓** | |  | |
| Proven track record of converting opportunities into income streams | | **✓** | |  | |
| Experience of developing and deploying an income generation strategy | | **✓** | |  | |
| Successful track record of responding to bids and winning new business opportunities | | **✓** | |  | |
| An understanding of the third sector and an affiliation with mental health charities | |  | | **✓** | |
| Recruiting, training, supervising and developing people | | **✓** | |  | |
| Strong network with organisations in Hertfordshire | |  | | **✓** | |
| Understand the importance of Social Value and impact reporting | |  | | **✓** | |
| **Practical and Personal** | | | | |
| Drive, energy and enthusiasm | **✓** | |  | |
| Ability to be flexible, ‘hands on’ and working outside contracted hours when required | **✓** | |  | |

**Application Form**

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| --- | --- |
| **Applicant Initials:** |  |
| **Post Applied For:** | Head of Charity Development |
| **Post Reference Number:** | HCD/37 |

**Using this form**

All fields on this form are to be completed and sent by email to [recruitment@mindinmidherts.org.uk](mailto:recruitment@mindinmidherts.org.uk), or by post to Mind in Mid Herts, 11 Hatfield Road, St Albans, Herts, AL1 3RR, quoting the job title, reference number and your name in the subject. Where a table does not have enough fields, please add additional rows.

**Data Protection**

In accordance with Mind in Mid Herts’ (MiMH’s) Data Privacy Notice, we take care to ensure that all applicant data is appropriately and securely stored and handled. The information on this sheet will be held securely with MiMH, and will be anonymised when sent to recruiting managers. If an applicant is not appointed for a post, their application and personal details forms will be destroyed. Where an applicant is appointed, their application will be moved into an employee folder and remain as long as the employee is employed at MiMH.

For full details of MiMH’s approach to Data Privacy and protection, please request our Data Protection Policy.

**Criminal Convictions**

As part of its equal opportunities policy, Mind wishes to ensure it does not discriminate against ex-offenders. If you have any convictions that are **unspent** under the Rehabilitation of Offenders Act 1974, please supply details of your conviction(s) via the **personal details form**.

Some posts within MiMH are exempt from the Rehabilitation of Offenders Act 1974 as they involve working with vulnerable adults and/or children and young people and will require a Disclosure and Barring Service (DBS) check. If you have applied for an exempt post, please supply details via the **personal details form**.

**Eligibility to work in the UK**

If there are any restrictions regarding your employment in the UK (e.g. you require a work permit), please supply details via the **personal details form**. Please note that MiMH is not able to sponsor visas.

**Personal Details**

|  |  |
| --- | --- |
| **Surname** | |
| **Forenames(s)** | |
| **Address** | |
| **Postcode** | |
| **Telephone (Home)** | **(Mobile)** |
| **E-mail address** |  |

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| Please note any disability or other medical condition which may require special attention at the interview or in the job.  Would you like to tell us anything that we can do or not do that will help you to show your best self in the interview or application process for this role? |

**Education**

Please give details of your education and all exams passed.

|  |  |  |
| --- | --- | --- |
| **Date** | **School/Institution** | **Exams passed** |
|  |  |  |

**Relevant Training Courses**

Please give details of all training courses.

|  |  |  |
| --- | --- | --- |
| **Date** | **College/Institution** | **Course, Qualifications, etc.** |
|  |  |  |

**Present (most recent) Employment/Voluntary Work**

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| --- |
| **Employer’s name and address** |
| **Position held** |
| **Dates** |
| **Salary** |
| **Brief description of duties** |

**Previous Employment**

|  |  |  |
| --- | --- | --- |
| **Dates** | **Employer** | **Position Held** |
|  |  |  |

**Personal Statement**

|  |
| --- |
| **We require a personal statement -** Please give a statement regarding how you meet the requirements of the role to which you are applying. You should give details of all relevant experience (please refer to person specification), interests, voluntary work, etc. and specify your reasons for applying for the vacancy. Continue on a separate page if necessary.  **Please note that CVs are not considered as part of the selection process.** |
|  |

**Referees**

One of your referees should be your present or most recent employer and your second reference needs to be someone who has known you for at least 1 year. References must not be provided by a relative or someone sharing your home.   If this is not possible please do continue your application and give us the reasons for not being able to supply these references and we will take that into consideration. We will not contact your present employer without your permission.

|  |  |
| --- | --- |
| **Name** | **Name** |
| **Address** | **Address** |
| **Status** | **Status** |

|  |
| --- |
| In the past two years, how many sick leave days have you taken in your present employment? |
| When can you start? |
| An enhanced Criminal Records Bureau Disclosure is required for this post. |
| Have you worked for Mind in Mid Herts in the past in any capacity? |

**Declaration**

I confirm that to the best of my knowledge all information I have given in my application is correct and can be treated as part of any subsequent contract of employment. Any false, deliberate omission or misleading information may be sufficient cause for rejection or, if employed by MiMH, for dismissal.

Signature

Date

I agree MiMH can approach any of my previous employers for a reference to confirm that any information given in relation to my application is correct.

Please tick this box to confirm ☐ Date:

Where did you hear about this vacancy? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Equal Opportunities Monitoring Form**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1.Please tell us your Age:**   |  |  | | --- | --- | | 16-24 |  | | 25-44 |  | | 45-64 |  | | 65+ |  | | Rather not say |  | |  | 1. **Do you consider yourself to have a disability?**     Yes  No  Rather not say  **2b. If yes do you have a:**    Physical Impairment  Sensory Impairment  Learning Disability  Mental Health Condition (Long Term)  Other Health Condition (Long Term) |

|  |  |  |
| --- | --- | --- |
| 1. **Ethnicity**   **Asian or Asian British**  Bangladeshi  Indian  Pakistani  Any Other Asian Background  **Black or Black British**  African  Caribbean  Any Other Black Background  **Mixed**  White and Asian  White and Black African  White and Black Caribbean  Any Other Mixed Background |  | **White**  White British  White Irish  Any Other White Background  **Other Ethnic Group**  Chinese  Any Other Ethnic Group  Please state: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Rather not say |

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| --- | --- |
| 1. **Nationality**   Please state: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |

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| --- | --- |
| 1. **Gender**   Female  Male  Rather not say | **5b. Gender Reassignment**  Do you now, or have you ever considered yourself to be transgender? (tick if yes) |

|  |  |
| --- | --- |
| 1. **Religion or Beliefs**   Atheism  Agnosticism  Buddhism  Christianity  Hinduism  Humanism  Islam  Jainism | Judaism  Sikhism  Any Other Religion/Belief  Please state: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  No Religion or Belief  Rather not say |

|  |  |
| --- | --- |
| 1. **Sexual Orientation**   Bisexual  Gay Man  Heterosexual | Lesbian/Gay Woman  Other  Rather not say |

|  |
| --- |
| 1. **Are you currently providing support to a partner, child, relative, friend or neighbour who could not manage without your help or/and support?**   Yes  No  Rather not say |

*We are asking you to provide us with anonymous information to help reach as many communities as we can. All questions are optional and if you prefer not to it does not in any way affect your access to services or employment. Thank you.*