

Job pack

**Maternal Mental Health Alliance  
Chief Executive Officer**

January 2025



## A word from the Chair of the Maternal Mental Health Alliance

Thank you for your interest in the role of Chief Executive at the Maternal Mental Health Alliance (MMHA). This is a fantastic opportunity to lead an ambitious organisation that works tirelessly to ensure every woman, birthing person, baby, and family impacted by perinatal mental illness receives the support they deserve.

We hope the information below gives you a comprehensive view of this rewarding and impactful role, as well as the exciting opportunities ahead for the Alliance. If you share our passion for improving the mental health of new and expectant parents and want to help shape the next chapter of our work, we encourage you to apply.



Luciana Berger

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### Introduction and background

The Maternal Mental Health Alliance (MMHA) was founded in 2011 by people with lived experience, healthcare professionals, and organisations who understood the impact of perinatal mental problems and shared a commitment to improving the lives of women and their families.

Today, the MMHA is a UK-wide charity and network of over 130 member organisations. We work with parents, families, clinicians, and academics to ensure all women, birthing people, babies, and families have access to high-quality, compassionate mental health care. We bring the perinatal mental health community together and make change happen by combining the power of real-life experience with clinical and professional expertise.

We actively contribute to significantly improving mental health outcomes for people who experience discrimination, trauma and deprivation during the perinatal period and tackle systemic inequity and injustice.

We are now seeking a Chief Executive to take over from our interim CEO and lead the MMHA in the next stage of our development.

We have recently been awarded a 5-year grant by the National Lottery Community Fund to tackle maternal mental health inequities through community action. This project, due to start in Spring 2025, will develop, test and replicate a model of community-based decision making, support and service provision that is led by women with lived experience. This project aims to achieve system change locally and nationally to improve the mental health of marginalised women and is the next phase of the MMHA's programme to tackle maternal mental health inequities across the UK. This will be our biggest piece of work over the next five years and will dovetail with other activities aimed at achieving our mission, where funding allows.

For further information about the MMHA please visit our [website](#).

## Our culture and values

The MMHA is committed to fostering a culture of kindness, inclusivity, flexibility, frankness and collaboration where everyone's voice is heard, no matter their role. Although we have a Senior Leadership Team, open communication is encouraged and fostered throughout the team.

### Our organisational values

#### Ambitious

We won't stop until every woman in the UK experiencing a [perinatal mental health problem](#), or at risk of developing one, has access to the right care and support for her and her family.

#### Passionate

Our desire and determination to bring about change for women and families is fuelled by the [lived experience](#) both within and beyond the MMHA.

#### Collaborative

We value the power of lived experience, clinical, academic and campaigning expertise coming together across the four nations of the UK. We are open to expertise beyond the MMHA and aim to combine efforts wherever possible.

#### Humble

We seek to act as a catalyst, acknowledging the considerable work of others now and in the past, fostering and supporting the *collective efforts* of the maternal mental health community.

#### Resourceful

We are aware that women and families are suffering *right now*, so we strive to make a difference as a matter of urgency, in the most effective and efficient ways possible. We deliberately keep our overheads to a minimum and invest in robust learning and evaluation to help inform where to focus our time and other limited resources.

### Our beliefs

#### Relationships

At the heart of maternal mental health are relationships – between mother and baby, family members, health professionals and across society. Relationships are also key within the Alliance. Nurturing connections between [member organisations](#), [staff](#), trustees and experts by experience is fundamental to effective collective work for the benefit of women and families.

#### Social justice

Although all women are at risk of developing a perinatal mental health problem, we recognise that some will face multiple disadvantages and stigma in speaking out or seeking help. We want to ensure all women, regardless of circumstances, background or life experience, can access perinatal mental health care. We also join the wider mental health community in calling for parity between physical and mental health.

#### Walking the walk

We are mindful that the wellbeing of our experts by experience, staff and all those who work with and on behalf of the Alliance is paramount. This commitment is prioritised in our culture, policies and communications.

## The role Chief Executive

### Details

- **Full-time** – 35 hours per week
- **Annual salary** – £74,000
- 28 days' holiday plus public holidays and birthday leave
- **Home-based (UK only)**, with regular travel to central London and occasional travel throughout other areas of the UK
- 7% employers auto-enrolment pension contribution, with a 3% employee match
- Access to Employee Assistance Programme
- **Start date** – as available from 1 April 2025

### Reporting to

Board of volunteer trustees, via the Chair of trustees

### Line management responsibilities

- Marketing and Partnerships Director
- Head of Campaigns and Policy
- Head of Engagement
- Senior Team Administrator

### Other staff and voluntary roles (at January 2025)

- Communications Manager
- Lived Experience Coordinator
- Community Engagement Lead
- Campaigns Officer
- Consultant Finance Director (freelance)
- Board Secretary (freelance)
- Devolved nation coordinators x3 (via partner organisations)
- Lived Experience Champions (voluntary)
- Ambassadors (voluntary)

### Job purpose

Working closely with the Chair and board of Trustees to lead the MMHA to achieve its ambition of ensuring women and families affected by perinatal mental health problems have access to high-quality, compassionate care.

## Main responsibilities

### Leadership and strategy

- To provide clear strategic and inspirational leadership to the MMHA
- To drive the MMHA forward into the next stage of its development
- To ensure MMHA tackles maternal mental health inequities across the UK
- To be responsible for the management and administration of the charity within the strategic and accountability frameworks laid down by the Board of Trustees
- To work with Chair and Trustees in shaping the MMHA's strategic mission, policies, aims and objectives
- To ensure long term sustainability of the MMHA through effective governance, sound finance and implementation of operational plans.

### People

- To take overall responsibility for all permanent and temporary staff, and other members of the MMHA team, including contractors, champions and ambassadors
- To promote diversity and equality of opportunity for all staff in accordance with the MMHA EDI policy and strategy and foster a workplace culture built on inclusion, respect and equality.

### Governance, finance and compliance

- To support the Chair and Trustees to ensure that the governance of the charity is proportionate and effective, and that the charity fulfils its legal, statutory, regulatory and moral duties and responsibilities
- To be responsible overall for the financial sustainability of the charity, and ensure that there are effective mechanisms to ensure the robustness of external and internal controls (financial and non-financial), supported by the Consultant Finance Director
- To support the Consultant Finance Director to ensure the timely and complete preparation of key reports, information and activities, including management accounts, budgets, annual report and accounts, and payroll
- To ensure that the major risks to which the charity is exposed are reviewed regularly by the Board and the Executive team, systems have been established to mitigate these risks
- To work with the Chair and the Board Secretary to ensure that meetings of trustees are effective and that Trustees have appropriate information to perform their duties.

### Income generation

- To take overall responsibility for the MMHA's income generation activities, securing the future of the organisation and delivering its ambition for the mental health of women during the perinatal period
- To lead on all trust, foundation and lottery fundraising, establishing and maintaining relationships, including with the National Lottery Community Fund
- To support the Marketing & Partnerships Director to develop corporate partnerships, taking the lead on the relationship with Tommee Tippee
- To work with the Marketing & Partnerships Director to secure funding from individuals.

### Communications and external affairs

- To support the Head of Engagement to maintain a relevant, diverse and effective range of members organisations, and ensure their ongoing contribution to achieving the goals of the charity

- To have oversight of the social, economic, clinical and policy context and how they impact on maternal mental health and MMHA strategy
- To ensure the Alliance is working effectively across the 4 UK nations and devolved administrations
- To act as a visible leader for the charity, representing the MMHA at external events and networking opportunities, and act as a spokesperson
- To oversee the development and delivery of marketing and communications strategies which effectively promote all aspects of the Alliance.

### **Other/service delivery**

- To embed MMHA's values throughout the organisation
- To promote a culture of commitment, trust, mutual support and professional behaviour
- To run the charity efficiently and effectively by ensuring that it has an appropriate management structure and management systems in order to fulfil its strategic objectives and to carry out its work
- To take forward the MMHA EDI strategy and plan and be a champion for anti-racist and anti-discriminatory behaviour
- To develop an organisation that is constantly seeking ways to learn and to improve its performance
- To work with staff to ensure the views of the members, champions, and ambassadors shape the work of the MMHA and its members.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder may be asked to carry out any other delegated duty or task that is in line with their post, seniority, or the needs of the organisation. Whilst most of the work will be undertaken during standard working hours, some work will be required in the early morning, evenings, or weekends.

## **Skills and experience**

### **Essential**

#### **Experience**

- Employment in a role that prioritises social justice, equality, and community development
- Developing, establishing and implementing a strategic plan
- Working at a senior leadership level, i.e. director or chief executive, within a non-profit organisation
- Working closely with a board of trustees or directors
- Practical experience in promoting diversity, equity and inclusion within an organisation
- Track record of securing funding within a non-profit environment
- Experience leading a team.

#### **Knowledge**

- An understanding of the health, social care (voluntary and statutory) and political systems, and how to achieve system change at all levels
- Understanding of the challenges and opportunities in the charity sector, concerning delivery, income generation, governance and overall sustainability
- Understanding of working with voluntary campaigning, lobbying and policy-making organisations

- Understanding of mental health and how to improve outcomes for people affected by poor mental health
- Practical knowledge of charity governance.

### **Skills**

- Capable of understanding complex issues and explaining them to a range of audiences in various ways
- Ability to design and implement long-term strategies that advance the charity's mission, with a focus on inclusivity and social justice
- Ability to understand complex budgetary and financial information
- Skilled in addressing conflicts, ensuring fair processes, and managing difficult conversations
- Strong written and spoken communication skills, including public speaking
- Ability to work respectfully and effectively with people from diverse backgrounds, recognizing and valuing cultural differences and understanding systemic inequalities.

### **Attitudes and personal attributes**

- A caring, empathetic values-driven leader who can create a supportive, inclusive and dynamic culture
- An authentic commitment to listening, learning, and adapting to meet the needs of diverse communities
- Confidence to challenge discriminatory practices and systems, even in the face of resistance
- Willingness to challenge group-think
- Willingness to reflect on personal biases, accept areas of professional weakness, and continuously learn
- Commitment to being transparent and accountable to the communities the charity serves
- Commitment to improving care and support to women in the perinatal period
- Keen to collaborate with a belief that more will be achieved by working together
- Commitment to MMHA's values.

### **Desirable**

- Experience of being a charity Chief Executive
- Experience of leading a remote-working team
- Experience working within anti-racist frameworks
- Expertise in impact measurement
- Experience in shaping and influencing national and local policies
- Proven capacity to lead through change, particularly political landscape and promoting cultural shifts
- A record of delivering growth within an organisation
- Understanding of perinatal mental health
- Lived experience of perinatal mental health
- Experience of working for a mental health charity
- Experience of working within the field of mental health.

## How to apply

Application is by CV and a cover letter of no more than two pages of A4 each. In the cover letter, please explain how you meet the list of essential experience detailed above.

We will be anonymising applications before shortlisting. To make this easier, please ensure that your cover letter includes your initials rather than a full name.

**Applications should be sent to [recruitment@maternalmentalhealthalliance.org](mailto:recruitment@maternalmentalhealthalliance.org) by 10am on Tuesday 28th January 2025.** Applications received after this time, or which do not follow the requested process, will not be considered.

The first interviews are expected to take place in London in early February, provisionally on Wednesday 5th or Thursday 6th.

The MMHA is committed to increasing the diversity of our team. We would appreciate it if candidates could fill out our [equal opportunities monitoring form](#). This is anonymous and will not be linked to applications.

We are keen to ensure that our recruitment process helps us find the best candidate for the role, not the candidate who is best at completing applications and carrying out job interviews. If there is anything we can do to assist you in the recruitment process, if you have any queries, or if you would like an informal conversation about the role with the interim Chief Executive, Justin Irwin, please contact us at [recruitment@maternalmentalhealthalliance.org](mailto:recruitment@maternalmentalhealthalliance.org).

The successful candidate will be appointed subject to satisfactory references and will need to undertake a DBS and other employment checks.