

Chief Executive Officer



Anna Freud
building the mental
wellbeing of the
next generation

Welcome

On behalf of the Board of Trustees, Executive, and our dedicated staff, I'd like to thank you for considering joining Anna Freud as our next Chief Executive Officer (CEO).

Our founder Anna Freud was a true pioneer, who fought for and supported children's mental health and wellbeing across her distinguished career. Although much has changed in our 71 year history, our commitment to helping children, young people and their families through research, training, education, clinical practice and campaigning remains steadfast.

We appreciate a single organisation can't change the mental health landscape in the UK alone. That's why our current five-year 'Closing the gap' strategy places partnership at the heart of much of our work.

We have hosted a range of study programmes in partnership with University College London (UCL) from Postgraduate Certificate to Doctorate level for over 20 years.

We are also in the midst of a transformation that has seen us invest in our digital infrastructure, reinvigorate our approach to participation, prioritise equity, diversity and inclusion, explore new business models, refresh our brand and much more. But we have more to do to help build the mental wellbeing of the next generation. And that's where you come in...

As we continue to deliver against our existing strategy, we must lay the foundations for our next strategic cycle, which we'll publish in 2026. The timing of this appointment allows the successful candidate an opportunity to work with the Board and Executive team, our wider staff base, and key strategic partners

to develop and articulate the long-term vision for Anna Freud. This will build on our achievements to date, developing and delivering a new strategy and plan that enhances our ability to expand our reach and deepen our impact.

The role of CEO at Anna Freud will bring rewards and challenges. We offer you the chance to lead a passionate, highly-skilled team, dedicated to making a tangible difference to the wellbeing of children and young people. The ideal candidate will demonstrate leadership experience, strategic thinking, a track record of significant involvement in children and young people's mental health, and a profound commitment to ensuring children and young people's voices continue to be heard and drive our work forward. The successful candidate will also need to demonstrate commercial acumen and business development skills. Alongside our earned and charitable income, we are actively exploring new income streams that will bolster our charitable activities.

Your role will be instrumental in maximising new and existing partnerships, leading the drive to transform ourselves, as well as raising our profile in the media and with funders. You'll be stepping into a role that is crucial for the operational and strategic success of the charity and the lives of children and young people.

Thank you for considering the role of CEO at Anna Freud. I look forward to the possibility of welcoming you to our committed team.

Yours sincerely,

Michael Samuel MBE, Chair



Patron, Leadership Team and Board of Trustees

Click the links to find out more.

[Our Patron:](#) Her Royal Highness The Princess of Wales 

[Our Trustees](#) 

[Our Leadership Team](#) 

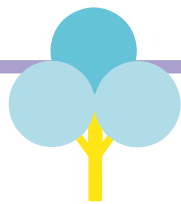
About us

Anna Freud is a mental health charity and we've been supporting children and young people for over 70 years.

We listen to and learn from their diverse voices and integrate this with learnings from our science and practice to develop and deliver mental health care. This holistic approach has world-changing potential - our training, schools support, networks, partnerships and resources equip those who impact children and young people's lives with the knowledge and skills to support their mental health.

We believe mental wellbeing is the foundation from which children and young people achieve their potential. By continually expanding our understanding and translating it into practice – grounded in science and guided by children and young people – we can ensure they get the right support at the right time.

Our vision



Our vision is a world where all children and young people can achieve their full potential. A world in which they and their families get the right support, at the right time, designed with their input.

Our mission



Our mission is to close the gap in wellbeing and mental health by advancing, translating, delivering and sharing the best science and practice with everyone who impacts the lives of children and families.

Our values

Equity

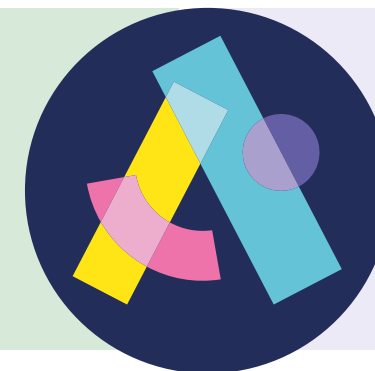
Strive for fairness and address the inequalities that exist in our society today; recognise that not everyone starts in the same place.

Inclusivity

Keep children, young people and families at the heart of all we do, listening to and learning from them and those who support them.

Compassion

Empathise with others and honour the trust we are given.



Courage

Experiment and accept that getting things wrong is part of learning.

Collaboration

Work in partnership with others, learning from them and sharing our own knowledge and experience.

Creativity

Be imaginative in the way that we build understanding, strengthen relationships and develop our skills.

Integrity

Act with honesty, guided by evidence while keeping in mind what science cannot tell us.



Closing the Gap is our strategy from 2022-2026. It defines our commitment to closing gaps in mental health support for children and young people, so that they can achieve their potential.

Read more about our strategy in the job advert.

Our equity, diversity and inclusion strategy sets out our plans to transform our organisation and better represent the diverse communities we serve.

[For further information click here.](#)



Our Participation Strategy places children, young people and families at the centre of all we do, giving them opportunities to influence our decisions.

[For further information click here.](#)



In 2023 we

Reached more than
50,000
children in early years
settings through our
training and
resources

Trained
23,000
clinicians and
supported **450**
postgraduate
students

Trained and
connected more than
35,000
education professionals
with courses, e-learning,
our 'Schools in Mind'
network and webinars

Provided
90 opportunities
for **44** young people
and parents* to
influence our strategy,
research and delivery

Reached
110,000
people through the
UK Trauma Council
website and had **58,000**
downloads of resources
to support children
and young people after
potentially traumatic
events

*When we say parents, we refer to parents, carers and guardians

Role summary

Job title	Chief Executive Officer
Reporting to	Chair of Board of Trustees
Employer	Anna Freud
Salary	Circa £142,000 per annum (FTE)
Location	London N1 9JH
Hybrid	A mixture of home and onsite working: staff are working onsite for at least 20% of their working hours.
Working hours	This is a full time position but consideration will be given to accommodate existing academic responsibilities. The salary will be pro-rata should a reduction in working hours be agreed.
Term of contract	Permanent

Purpose and overview of the role

You'll lead the organisation and ensure its effective management within the strategic, policy and accountability frameworks laid down by the Board of Trustees. The postholder is the lead advocate for the charity externally with Government, the media, senior stakeholders, supporters and oversees key partnerships notably with University College London (UCL).

Your qualifications and skills:

- Significant leadership and management experience, relevant to the field of child and adolescent mental health.
- Experience and knowledge of research in child and adolescent mental health and understanding of children and young people's mental health services in the UK.
- Academic standing and experience to develop educational programmes with relevant experience to be eligible for a UCL appointment.
- Knowledge of Government, academic and NHS structures.
- Skills include leading executive teams, financial management, networking at senior levels and fundraising.
- Excellent communication skills, adept at conveying complex information and strategic planning.

Equal opportunity

We're dedicated to fostering a diverse workplace and being an equal opportunities employer. All applicants who meet the qualifications will be considered for employment, regardless of race, religion, gender, gender identity or expression, sexual orientation, national origin, disability, age or veteran status.

We ask applicants to share their diversity dimensions with us to help us identify, tackle and prevent bias across the employee lifecycle. Monitoring this information allows us to understand how well our efforts to improve diversity, equity and inclusion work. Your responses will be held securely by our HR team in accordance with our privacy policy and will not be seen by recruiting managers or the interview panel. Your responses will not form part of our selection process.

[Our commitment to diversity | Anna Freud](#)



Application process

How to apply

Send your CV and a two-page cover letter to recruitment@annafreud.org



Timeline

29 April 12pm	Application deadline
29 April–3 May	Shortlisting of candidates
8-9 May	Candidates meet with staff representatives and young and parent champions
13 May	Interview panel convenes
TBC	Second stage interview

What to expect

Candidates may be required to participate in a psychometric assessment prior to interview in order to explore your natural leadership style.

You'll be asked at least one question about [our values](#), and one question regarding equity, diversity and inclusion (EDI).

We expect everyone to actively demonstrate our values and inclusive behaviours in all areas of their work. Read more about our approach in our [EDI statement](#).

Further support

Contact us on recruitment@annafreud.org if you need assistance to apply for this role. We will provide reasonable adjustments where operationally possible.

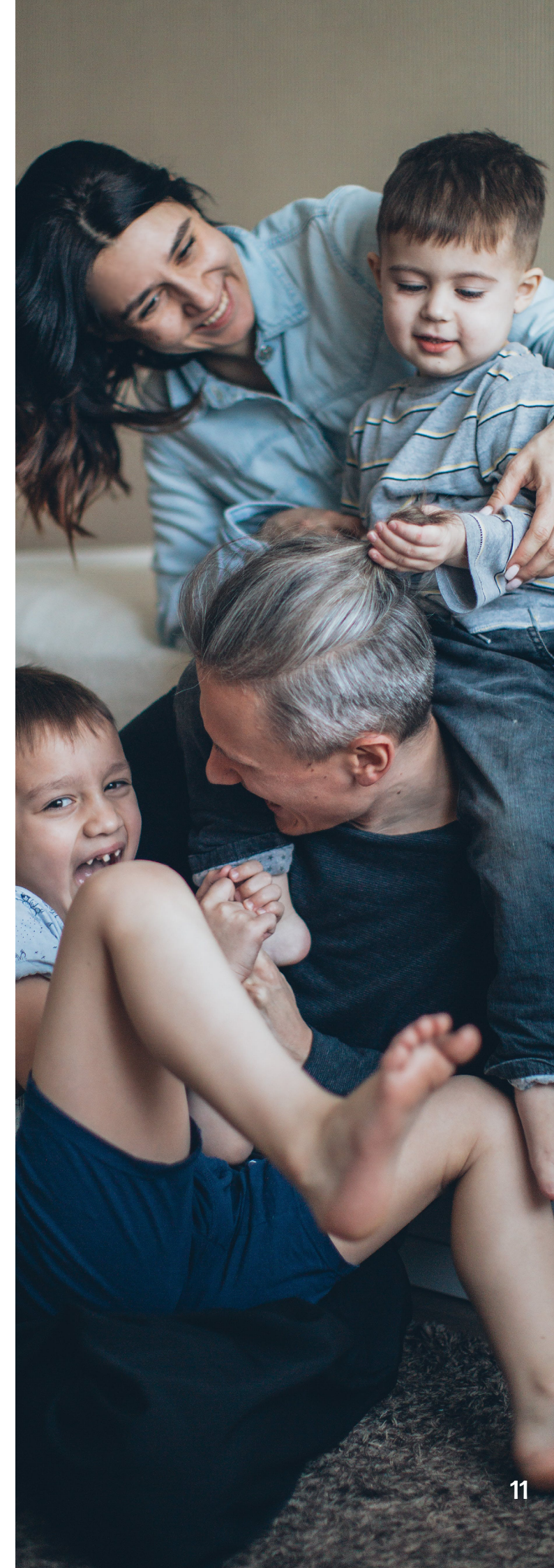
Post-interview

If you're successful, we'll issue you with a verbal job offer and start pre-employment checks including your right to work, employment references and DBS background checks.

Join us

If you're ready to make a meaningful impact on the mental health of children and young people, apply now. Join a team dedicated to compassion, inclusivity, collaboration, creativity, equity, courage, and integrity.

Apply now and help us ensure all children and young people receive the right support, at the right time, to achieve their potential.



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Anna Freud

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