



Recruitment Pack

Director of People & Culture

- 🕒 Full time
- 📍 London/Hybrid
- £ Up to £85,000

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Welcome from the Chief Executive



I'm delighted you're considering joining us as our next Director of People & Culture. Place2Be is the leading children's mental health charity, working daily deeply embedded in school communities, enabling children to build lifelong coping skills and thrive. Our people, their passion and commitment to our mission, values, evidence-based practice and above all, to making a difference for children and young people, are key to our success.

You're joining at a great time. Having led the way for over 30 years we have just set out our new five-year plan. We will continue as a leader in our field, further deepening our relationships and practice across the school communities we serve, building local capacity through training a diverse and inclusive workforce that represents those communities, continue as a thought-leader and evidence, share and advocate for what works.

As our Director of People & Culture you'll ensure we are a truly inclusive organisation, that we provide development and recognition for our talented people and teams and that we are all aligned behind our purpose – to make a positive difference daily in children's lives.

I very much look forward to receiving your application.

Catherine Roche
Chief Executive



Our vision

Is for all children and young people to have the support they need to build lifelong coping skills and thrive.

Our mission

Is to improve children and young people's mental health. No child or young person should have to face mental health problems alone.



Our values

Our values bring us together, guiding our work together, the communities we serve and the children and young people we help.

Integrity

Compassion

Perseverance

Creativity

Equity, Diversity, Inclusion & Belonging

We believe that we're at our best when we can be our true authentic selves at work, we acknowledge diversity, and represent the many diverse communities and schools we serve.

We ask for feedback through our Pulse Survey, and we also do this through our employee forum and support networks.

When you apply for this role, you'll be asked to provide some additional diversity data. We use this to assess our recruitment systems to ensure they remain bias free.

We're committed to ensuring all colleagues have a positive experience at work, and one of the key aspects of your leadership will be to positively role model equity, diversity, inclusion and belonging.





About us



Our story

Thirty years ago Place2Be pioneered the Whole School Approach to mental health and wellbeing, recognising that giving access to quality mental health support as early as possible makes a real difference.

We started in one school in 1994 and grew to become a leading voice in children's mental health, working with 650 schools last year.

We use our evidence to demonstrate how impactful early support can be, and how the adults and environment around the child play such an integral role in their wellbeing and resilience.

Our Whole School Approach now features in the Department for Education guidance, National Institute for Health and Care Excellence (NICE) recommendations, and is implemented by service providers across the UK.

The background of the slide features a circular inset on the left side showing a blurred image of a classroom. In the foreground of this inset, a hand is raised with the index finger pointing upwards. In the background, several children are visible, some wearing red school uniforms. The rest of the slide has a solid dark blue background.

Our impact

Worked in 650 schools reaching over 350,000 children and young people.

40,000 pupils accessed self-referral sessions Place2Talk.

78% children and 91% young people said their mental health improved after one-to-one counselling.

75% children who had severe difficulties had improved mental health after counselling.

63% children showed their classroom learning had improved after one-to-one counselling and was less impacted by their mental health.

68% found it easier to have friends.

Read our [2024 Impact Report](#) to find out more about the difference we make.



Our work is not yet done

1 in 5 children now have a probable mental health condition.

50% of adult mental illness starts before the age of 14

More than a quarter of a million children and young people are still waiting for mental health support after being referred to the NHS's Children and Young People's Mental Health Services in 2022-23.

There's been a 65% increase in annual admissions to acute medical wards for mental health concerns among children and young people in England over the last 10 years.

Getting support early continues to be vital to prevent issues from escalating.

2025 - 2030 Business Plan

Our vision is for all children and young people to have the support they need to build lifelong coping skills and thrive. For the next five years we'll achieve this through:

- Delivering the right support, in the right place, at the right time for children and young people.
- Building capacity within communities so that more children and young people have a trusted adult to turn to, and schools and parents feel informed and empowered.
- Using our learning and evidence to develop a blueprint for success locally to inspire change nationally.

All underpinned by our four organisational values and commitment to equity, diversity, inclusion and belonging.



Our 2025 - 2030 Business Plan

To achieve our vision and mission, we've developed three strategic aims.

Deliver

The best possible outcomes for children and young people.

Deepen

Work deeper in our communities.

Demonstrate

Evidence, adapt and deliver an impactful community approach.

We'll do this by working together with education, health and other charities committed to children and young people's mental health.





What our people say about Place2Be

We conduct regular Pulse Surveys, gaining valuable feedback on what our people think about our organisation, and helping us to learn and grow.

In our Spring/Summer 2025 Pulse:

- Almost 80% of colleagues would recommend Place2Be as an employer.
- 87% of colleagues said they were treated equally, irrespective of ethnicity, gender, disability, age, sexual orientation or religion.
- 82% of colleagues were able to be their true self and authentic at work.

You'll be joining us as we embark on our new five year plan and double down on our commitment to ensuring we are diverse and inclusive, with pride in our work and the impact we make with children and young people.



Our people strategy

To deliver our new five year plan, we've engaged with Exec, Senior Leadership and our People & Culture Committee to develop a People First Strategy.

Workforce planning

The right people
in the right place.

Nurturing culture

This is a great
place to work.

Skills & Capabilities

With the right
skills.

Harnessing technology

Harness the power
of technology & AI.



Job Description

Key Information

Job Title

Director of People & Culture

Salary

£75,000 - £85,000 with usual benefits

Location

Farringdon, London

We operate a hybrid working model with at least 50% of your time on site in our central London office.

Main purpose of this role

The Director of People and Culture will lead the development and implementation of our people strategy, ensuring that our charity is a place where staff feel valued, supported, and empowered. This role is pivotal in shaping an inclusive, evidence-based, values-driven workplace culture that reflects our commitment to children's mental health and wellbeing.

In this role, you will provide strategic advice to the CEO, Directors, and senior leadership team, while guiding and empowering the People & Culture team to fulfil their vital role in supporting business managers and employees throughout the entire employee lifecycle — with a particular focus on enhancing employee experience, engagement, and managing employee relations effectively.

Executive Leadership

You'll report into the Chief Executive and sit on our Exec Leadership Team, acting as a trusted adviser and providing business support to Exec colleagues. You'll also work with Exec and Trustees as part of our quarterly People & Culture Committee.



Find [out more](#) about your Exec colleagues, Trustees and Patron.

Responsibilities

Organisation and Strategic Leadership

Drive the people strategy, championing an inclusive, values-led culture and advising senior leadership

Planning, delivery, operational excellence and employee relations

Lead initiatives to enhance staff wellbeing, engagement, and inclusion through effective people practices and employee voice.

Workforce Planning, Development and Succession

Lead workforce planning and succession strategies, to support talent development and retention.

Performance Management, Reward and Benefits

Review effectiveness of existing approach, recommend and implement improvements.

Compliance, Safeguarding and Governance

Drive the highest standards of HR effectiveness, continuously improve the employee experience, and ensure data integrity through effective and efficient use of HR systems.

This page provides an overview and summary of your key areas of responsibilities, please also read the accompanying job description for details.

Person Specification

- Proven experience at a senior level of leading and inspiring a successful People and Culture team in a people and service focused organisation. ●
 - Strategic understanding and operational delivery of people agendas and best in class practices covering attraction, recruitment, talent management, performance management, employee relations and change management.
 - Proven experience of dealing with complex employee relations situations and effectively managing organisational, reputational and financial risk. ●
 - Agility in thinking and practice, flexible in ways of working while ensuring that the highest standards of integrity, effectiveness and efficiency to meet business outcomes are delivered. ●
- An inspirational, resilient and credible leader who inspires trust and confidence in the People function and wider organisation. Ability to drive the people agenda forward whilst recognising the need to bring people with you.
 - A collaborative leader with cultural sensitivity and the ability to absorb and match the organisational culture in communication and methods of delivery. Applies EDI best practice with regards to people communications, in terms of appropriate channels as well as the content.
 - A strategic and innovative thinker. Proven ability to challenge, influence and do things differently with positive business benefits. Can translate a highly engaging and robust people strategy into operational plans and business goals.

Person Specification

- Able to manipulate, interrogate and interpret data to present high quality written, oral, and numerical management information.
- Proven ability to build and manage budgets effectively.
- Passionate about Place2Be's mission and values. Personal drive, resilient and determined to positively overcome barriers.

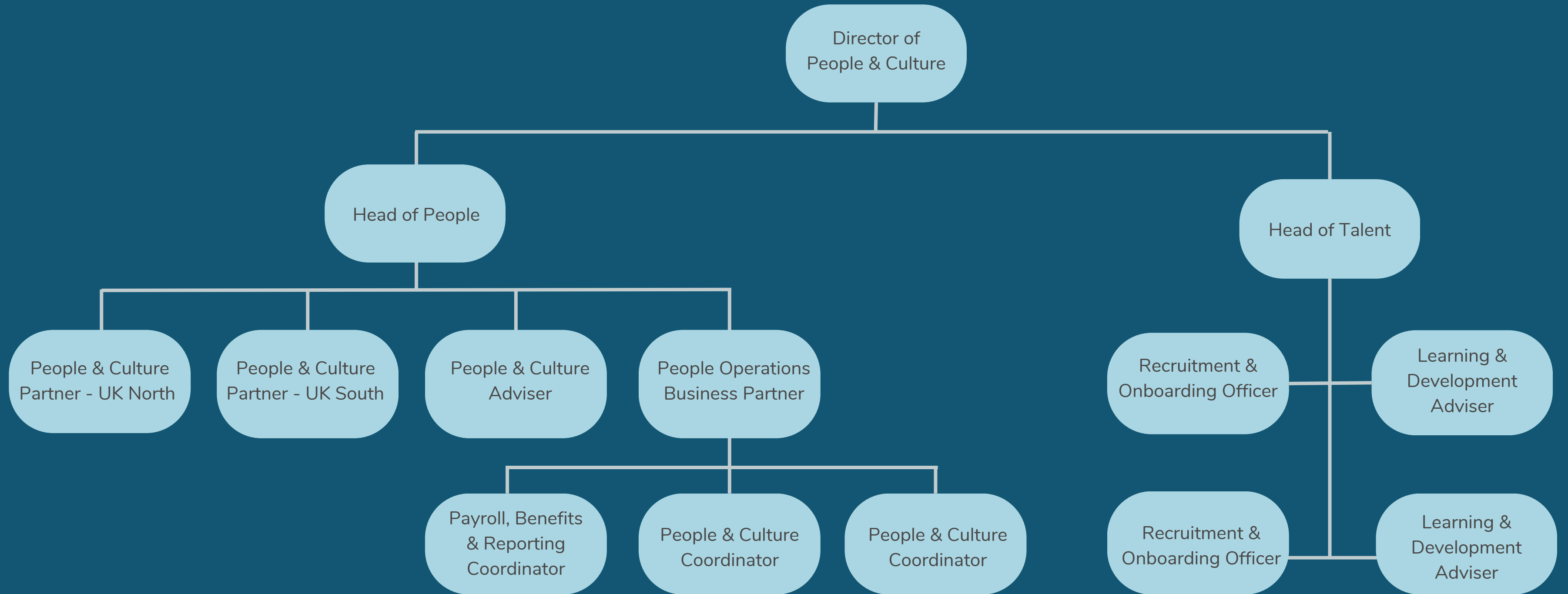
We're a Disability Confident employer, and offer a guaranteed interview scheme if you meet the required minimum criteria.

For this role we've identified three minimum criteria and these are marked with this: ●

If you require any adjustments during the recruitment process, please let us know what these are by adding a note when you apply online. This is only seen by our Talent Team.



People & Culture Team





Application

How to apply

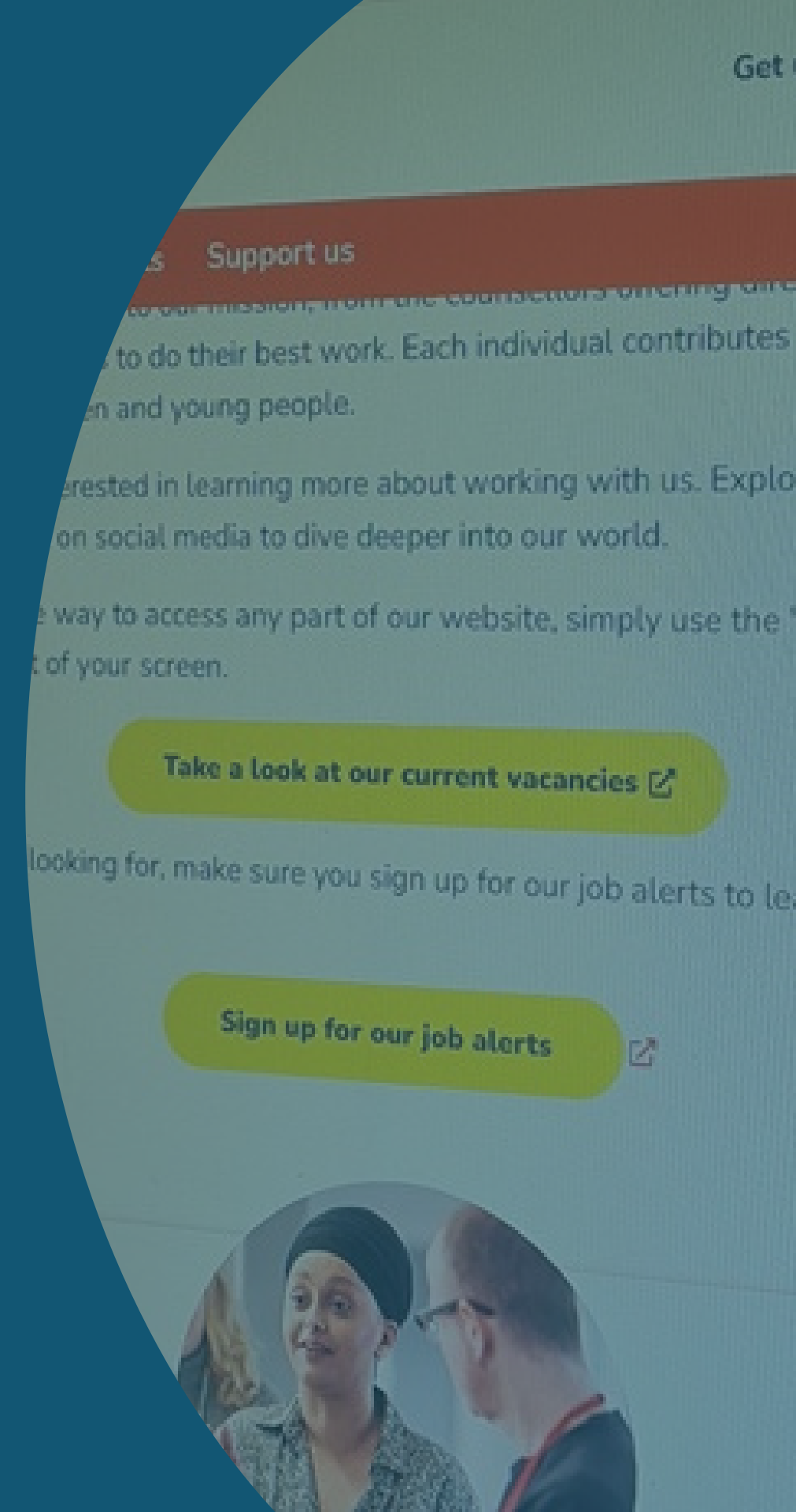
We hope you found this pack and the accompanying job description useful. If you feel you have the skills, expertise and qualities that we need to become our Director of People & Culture we look forward to receiving your application.

To apply

Head to place2be.org.uk/jobs. You'll be invited to complete some information and upload your current CV. There are also questions we'd like you to answer, these will be used as part of the initial assessment, by a human not AI, so we'd encourage you to take the opportunity to tell us about your experience.

Disability confident

If you'd like to apply as part of the Disability Confident scheme please let us know. Also, if you wish to advise us of any adjustments you may need as part of the interview stages.



Indicative timeline

We look forward to your application, to help you plan ahead, here's our current plan for the recruitment timetable.

Closing date for applications is 7 November 2025.

First stage online, using Teams, interview with Chief Executive and Exec Director week commencing 17 November 2025.

In-person interviews, this will be in our central London office, with Chief Executive, Trustee and Exec Director week commencing 24 November 2025.

Informal meetings with Exec, People & Culture leadership and team members, we'd aim to be making an offer at the beginning of December.

If you've any questions please message jobs@place2be.org.uk and Taynila, who is leading this recruitment, will get back in touch with you.





Thank you