



Communications Trustee Role Description

PSC Support is the only UK charity solely focused on improving the lives of people affected by PSC and funding PSC research. We are looking for an experienced social media marketer to join our Board and help us develop a compelling social media and communications strategy so that we can reach every person living with PSC in the UK.

Vision and Mission

Our vision is to see a world without PSC.

Our mission is to improve the lives of people with primary sclerosing cholangitis in the following ways:

- **Research** - we will establish a pathway towards finding a cure or effective treatment for PSC.
- **Information and Support** - we will provide support and information to improve the quality of life and wellbeing of people affected by PSC.
- **Improving Care** - we will advocate for the highest standards of care for people living with PSC.

Responsibilities of all Trustees

- Support and provide advice on PSC Support's purpose, vision, goals and activities.
- Approve operational strategies and policies, and monitor and evaluate their implementation.
- Oversee PSC Support's financial plans and budgets and monitor and evaluate progress.
- Ensure the effective and efficient administration of the organisation.
- Ensure that key risks are being identified, monitored and controlled effectively.
- Review and approve PSC Support's financial statements.
- Provide support and challenge to PSC Support's Chief Executive in the exercise of their delegated authority and affairs.
- Keep abreast of changes in PSC Support's operating environment.
- Contribute to regular reviews of PSC Support's own governance.
- Attend Board meetings, adequately prepared to contribute to discussions.

- Use independent judgement, acting legally and in good faith to promote and protect PSC Support's interests, to the exclusion of their own personal and/or any third party interests.
- Contribute to the broader promotion of PSC Support's objects, aims and reputation by applying your skills, expertise, knowledge and contacts.
- Follow proper and formal arrangements for the appointment, supervision, support, appraisal and remuneration of the Chief Executive.

Specific Duties

In addition to the above statutory duties, each Trustee should use any specific skills, knowledge or experience they have to help the Board of Trustees reach sound decisions. This may involve leading discussions, focusing on key issues, providing advice and guidance on new initiatives, evaluation or other issues in which the Trustee has special expertise.

Specific Duties of a Communications Trustee

- Provide strategic oversight in the creation and implementation of our marketing and communications strategy.
- Provide thought leadership on the role of digital in PSC Support's marketing and communication activities.
- Highlight the opportunities and the risks, in terms of our marketing and communications strategy in general, and in particular to build our brand and overall visibility, whilst driving forward our digital and social media profile.

Qualities of all Trustees

- Willingness and ability to understand and accept their responsibilities and liabilities as trustees and to act in the best interests of the organisation.
- Ability to think creatively and strategically, exercise good, independent judgement and work effectively as a board member.
- Ability to work at a strategic level whilst understanding the detail and complexities of delivery, and the influencing skills needed to bring staff and stakeholders along with plans.
- Effective communication skills and willingness to participate actively in discussion.
- A strong personal commitment to equity, diversity and inclusion.
- Ability to analyse risks and opportunities, and take a balanced approach to both.
- Enthusiasm for our vision and mission.
- Long term commitment to PSC Support.
- Willingness to lead according to our values:
 - Transparency: we are transparent and accountable to all our stakeholders.
 - Together we're better: we work collaboratively with all our stakeholders to deliver the best outcomes for PSC patients.

- o Patient voice: patient involvement and contribution enables patients' voice to be heard in all aspects of our work.
- o Tenacity: we will never give up hope. We will never give up our search for a cure.
- Commitment to Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership.

Specific Qualities of a Communications Trustee

- An experienced marketing and communications professional with an excellent track record in the delivery of high quality and compelling multichannel communications campaigns.
- Extensive experience of marketing and communications strategy, managing and mitigating reputational risk and operating at board level.
- Someone who can actively demonstrate digital leadership and support, able to share their extensive social media knowledge and skills as part of our wider strategy to broaden our reach.
- Strong communicator – willing and able to help the board understand digital.

Time Commitment and Location

- The Board meets once a quarter (4 times a year) using virtual conferencing (2hours)
- The Board is occasionally called upon for advice or to update on ongoing matters, or to make more urgent decisions by email.
- One to two face-to-face meetings each year are allotted to strategic planning and lasting the whole day
- Some ad hoc committee/working group activities
- Papers are distributed one week in advance of meetings
- Trustees can claim out of pocket expenses incurred in travelling to meetings
- The term for a Trustee role is three years