

Thrombosis UK Trustee Role Description

Role Title: Trustee with Specific Experience in Business, Marketing and Communications.

Every trustee is a full member of the trustee board and may comment on and contribute to any aspect of the charity's activities.

Background

Thrombosis UK (TUK) is a Registered Charity and a Company Limited by Guarantee. It is governed by a Board of Trustees operating in compliance with the Thrombosis UK articles and the Charity Commission guidance on good governance.

The role of the Board Trustees has and must accept ultimate responsibility for directing Thrombosis UK's affairs, ensuring it is solvent, well-run, and delivering the outcomes for which it has been set up.

Strategic direction focusses on Thrombosis UK's strategic direction rather than day to day operational decisions and matters. Trustees will be appointed for an initial period of five years. This may be extended by mutual agreement of the trustee and the Chair of trustees for a further four years. A trustee may step down at any point of their choosing.

Trustee Statutory duties

- To ensure that the organisation complies with its governing document, charity law, company law and any other relevant legislation or regulations.
- To ensure that the organisation pursues its objects as defined in its governing document.
- To ensure the organisation uses its resources exclusively in pursuance of its objects: the organisation must not spend money on activities which are not included in its own objects, no matter how worthwhile or charitable those activities are.
- To contribute actively to the board of trustees' role in giving firm strategic direction to the organisation, setting overall policy, defining goals and setting targets and evaluating performance against agreed targets.
- To safeguard the good name and values of the organisation.
- To ensure the effective and efficient administration of the organisation.
- To ensure the financial stability of the organisation.
- To protect and manage the property of the charity and to ensure the proper investment of the charity's funds.
- To assist in the appointment of the chief executive officer and monitor his/her performance.
- To ensure that HR activities and interventions are linked to the company's charitable objectives and complement the company culture.
- To ensure the Trustee Board monitors and reviews the performance of the company's Chief Executive, rewards performance accordingly and identifies appropriate development opportunities.
- To monitor the financial position of the charity and its operations within its means and objects, making sure that there are clear lines of accountability for day-to-day financial management.

Thrombosis UK Trustee Role Description

Other Trustee responsibilities

In addition to the above statutory duties, each trustee should use any specific skills, knowledge or experience they have to help Thrombosis UK Board of Trustees reach sound decisions and ensure the organisation fulfils its objects.

This will involve:

- Attending Board and other Thrombosis UK meetings as appropriate. Each trustee is expected to attend, physically or virtually, half of trustee meetings as a minimum.
- Each trustee is expected to read and provide feedback on papers when unable to be present at a board meeting.
- Participating in one or more Board sub groups as required.
- Scrutinising board papers and other communications
- Leading discussions and providing guidance on new initiatives, particularly in areas where the Trustee has specific skills, knowledge or expertise.
- Abiding by Thrombosis UK policies and procedures including the Safeguarding, Diversity and Equal Opportunities and Information Governance Policies, ensuring these are effectively implemented.
- Acting as a signatory on behalf of Thrombosis UK, when mandated by the Board to do so.
- Participate in activities to promote Thrombosis UK to beneficiaries, funders and the wider public.
- Contributing on other issues or areas of special expertise.

Trustee performance (Nolan Principles)

All Charities have a public benefit responsibility and in carrying out their role, Thrombosis UK Trustees are expected to adhere to the Principles for holders of public office.

- **Selflessness:**
Holders of public office should act solely in terms of the public interest.
- **Integrity:**
Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.
- **Objectivity**
Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.
- **Accountability**
Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.
- **Openness**
Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.
- **Honesty**
Holders of public office should be truthful.
- **Leadership**

Thrombosis UK Trustee Role Description

Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs

Specific to the role:

Background: A background in all or some of these areas Business development, Marketing, Communications, Public Relations, Social Media Marketing, Advertising, Governance, Digital

Direct Report: Board of trustees and CEO

Role Summary

- To assist and advise the CEO to develop and implement an integrated strategic business and communications plan to advance brand identity of the organisation
- To broaden awareness of the charity's values and priorities; and increase its visibility across a wider audience
- Committed to ensuring highest standards of governance in policies and practice related to the charity Thrombosis UK, employee relations, recruitment, retention, reward and recognition as well as staff and trustee development.
- Support informing policies and work programmes on Venous Thrombo-embolism [VTE] in particular in regard to developing and implementing a business, marketing and communications plan to broaden and advance awareness of VE and Thrombosis UK.
- Support and inform long term strategic planning in business, marketing and communication to support awareness messaging and extended reach.

Main Responsibilities of the role:

- Take an active role in strategic development and project planning to ensure the charity is successful in developing a sustainable business plan which supports the Charity's mission and in extending awareness of Thrombosis UK and VTE.
- Work with the CEO and Trustees to create a business plan, which will include a marketing/public relations strategy to guide the organisation to grow meaningful relationships.
- Work with the trustees and staff to recognise internal and external business opportunities and communication strategies and help define and execute appropriate strategies to support the Charity.
- Oversee the ongoing development of the organisation's business, marketing and communications strategy in conjunction with management and the Board.
- Serve as communications spokesperson on behalf of the trustees when required.
- Review and comment on documentation.

Knowledge and Skills of a Marketing/Communication/PR Trustee

- Business / Marketing and PR/Communication expertise.

Thrombosis UK Trustee Role Description

- Demonstrated leadership and management, communication and presentation skills.
- Experienced in developing and business/marketing/communications across different audiences.
- Experience of the strategic use of strategic planning to support services and activities.
- Previous experience of business development and marketing strategy to charitable/not for profit organisations.
- Bring independent judgement and experience.
- Personal integrity and commitment to openness, inclusiveness and high standards.
- Ability to work effectively and constructively with colleagues.
- Contribute actively to discussions.
- Experience of healthcare / VTE would be advantageous.
- Willingness to work in partnership with healthcare organisations.
- Ability to display sound judgement and objectivity.
- Have an awareness of, and commitment to, equality and diversity.
- Understand the need for confidentiality.
- Committed to act in the best interest of the charity while adhering the Nolan principles of public life.
- Ability to work effectively and be a collaborative team member.
- Ability to commit time to conduct the role well.

Time Commitment

- You may be required to attend two to four Board meeting annually.
- You may also be a sub-committee member and attend specific meetings.