

CHEAD

The Council for
Higher Education in Art & Design
Arts, design, creative media
and related disciplines

CHEAD Co-opted Trustee: PR and Campaigning

2026-2029

Recruitment Pack

Thank you for your interest in this opportunity to play a significant role in the direction of an engaged, dynamic and active organisation, passionate about art & design and creative disciplines higher education.

CHEAD provides leadership and an inclusive, cohesive body for and on behalf of higher education art & design and creative disciplines in the UK, advancing knowledge and understanding in the sector and promoting the sector's interests to others.

The role of the CHEAD Board of Trustees is to carry out CHEAD's charitable purposes for the public benefit and represent and respond to the demands of the membership. Co-opted Trustees have an important role on the CHEAD Board of Trustees. They share the responsibility for governing CHEAD and providing strategic oversight and direction.

This pack aims to help you decide whether this role and its responsibilities are right for you and provide information on the appointment process.

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CHEAD's Board of Trustees

The Charities Act 2011 defines charity trustees as the people who have general control of the administration of the charity.

For CHEAD the Board of Trustees comprises:

- Three 'Honorary Officers' comprising the Chair, Vice-Chair and Honorary Treasurer
- Up to six elected Trustees
- Up to four co-opted Trustees
- Up to two expert Trustees.

The role of the Board of Trustees is to carry out CHEAD's charitable purposes for the public benefit and represent and respond to the demands of the membership.

The Board of Trustees should react positively to such changes in the sector (and their consequences) as arise from time to time and be proactive at all times on behalf of the interests of the membership. The Trustee Board act together as a group, not as individuals.

Eligibility

To be eligible to apply for this role, you must work within a CHEAD member institution.

Co-opted Trustees are appointed by the Board of Trustees after a call for specific skills identified by the Board through a skills audit and a recruitment process. Candidates who are not the nominated main representative of a member institution, should obtain the consent from their respective representative* to stand for the CHEAD Board of Trustees.

No single institutional member may be represented by more than one trustee on the Board.

Individuals wishing to submit an application should complete an application form responding to questions which can be submitted in **written, video or audio format** via the CHEAD website.

The term of appointment as member of the Board of Trustees is 3 years. Retiring Trustees are eligible to stand for re-appointment but shall not normally serve for more than two terms of appointment consecutively.

*Contact joanie@chead.ac.uk if you are not sure who your main representative is.

The Role

Trustee

The Co-opted Trustee: PR and Campaigning is expected to carry out the duties of a member of the CHEAD Board of Trustees:

- Ensure that CHEAD is carrying out its purposes for the public benefit.
- Ensure that CHEAD complies with its governing document (its Constitution), charity law and any other relevant legislation or regulations.
- Ensure CHEAD manages its resources responsibly and exclusively in pursuance of its objects.
- Contribute actively to the Board of Trustees' role in giving firm strategic direction to CHEAD, setting overall policy and defining goals.
- Act with reasonable care and skill, making use of skills and experience and taking appropriate advice when necessary.

Co-opted Trustee: PR and Campaigning

The Co-opted Trustee for PR and Campaigning is appointed to:

- Create a public relations strategy that will allow the organisation to cultivate and enhance meaningful relationships with targeted, high-level external audiences including sector media and key individuals.
- Bring strong PR and communications skills and experience which can support the Board of Trustees and Directors with advice and guidance at a strategic level.
- Work with the Board of Trustees and Directors to recognise internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.
- Advise the Board of Trustees and Directors on maximising the potential of the CHEAD website.
- Oversee the creation of the organisation's communications strategy in conjunction with the Directors and the Board of Trustees
- Serve as communications spokesperson on behalf of the trustees when required.
- Assist with the drafting of Media Briefings to support the Policy Reports and Publication CHEAD will issue periodically.

If you would like to have an informal conversation about the role, please contact the Director of Membership and Operations joanie@chead.ac.uk

Person Specification

Trustee

- A demonstrable breadth and depth of experience in Art, Design or a creative discipline in HE, encompassing management, administration and teaching.
- A commitment to the mission of CHEAD and a willingness to devote the necessary time and effort.
- An understanding of the responsibilities of a charity trustee and to familiarise themselves with the necessary guidance and regulatory requirements.
- A demonstrable commitment to championing diverse and inclusive practice and to uphold CHEAD's commitment to diversity.
- An awareness of the issues facing the sector including strategic risks.
- Independent judgement, strategic vision and analytical skills.
- An ability to work respectfully and effectively as a member of a team and to take decisions on behalf of the CHEAD membership.
- Strong leadership skills.

Co-Opted Trustee for PR and Campaigning:

In addition to the skills, knowledge and experience for a CHEAD Trustee, the Co-opted Trustee for PR and Campaigning should have:

- Demonstrable experience in public relations, campaigning and communications.
- Experience of developing or influencing strategic communications or campaigns that have enhanced organisational profile, engagement or impact.
- Experience of the strategic use of social media, specifically LinkedIn, as effective communication mechanisms to support activities.
- Ability to build a professional network of high-level public figures as advocates/patrons of CHEAD.
- Ability to identify opportunities to raise organisational profile through communications, campaigns, partnership or events.
- A collaborative and inclusive approach to leadership with a commitment to working collaboratively with CHEAD's trustees, directors and member institutions.

Expected Commitment

Trustees are expected to:

- Attend and actively contribute to every CHEAD Board of Trustees meeting. There are normally 4 meetings, which are held in November, February, May and a residential away day in June.
- Participate in CHEAD events, especially the Annual Conference which is normally hosted and/or organised by a member organisation.
- Fulfil trustee duties, such as chairing sessions, welcoming new members, guests and speakers, hosting tables at the official dinner of the annual conference.
- Actively participate in and support the ongoing work of CHEAD including representation, research, general HE policy discussions, preparation of position papers and reports.
- Give your time to CHEAD pro bono. It is expected that your home institution will normally underwrite travel costs incurred however, CHEAD will cover reasonable out-of-pocket expenses if not covered by member institution.

Who are we looking for

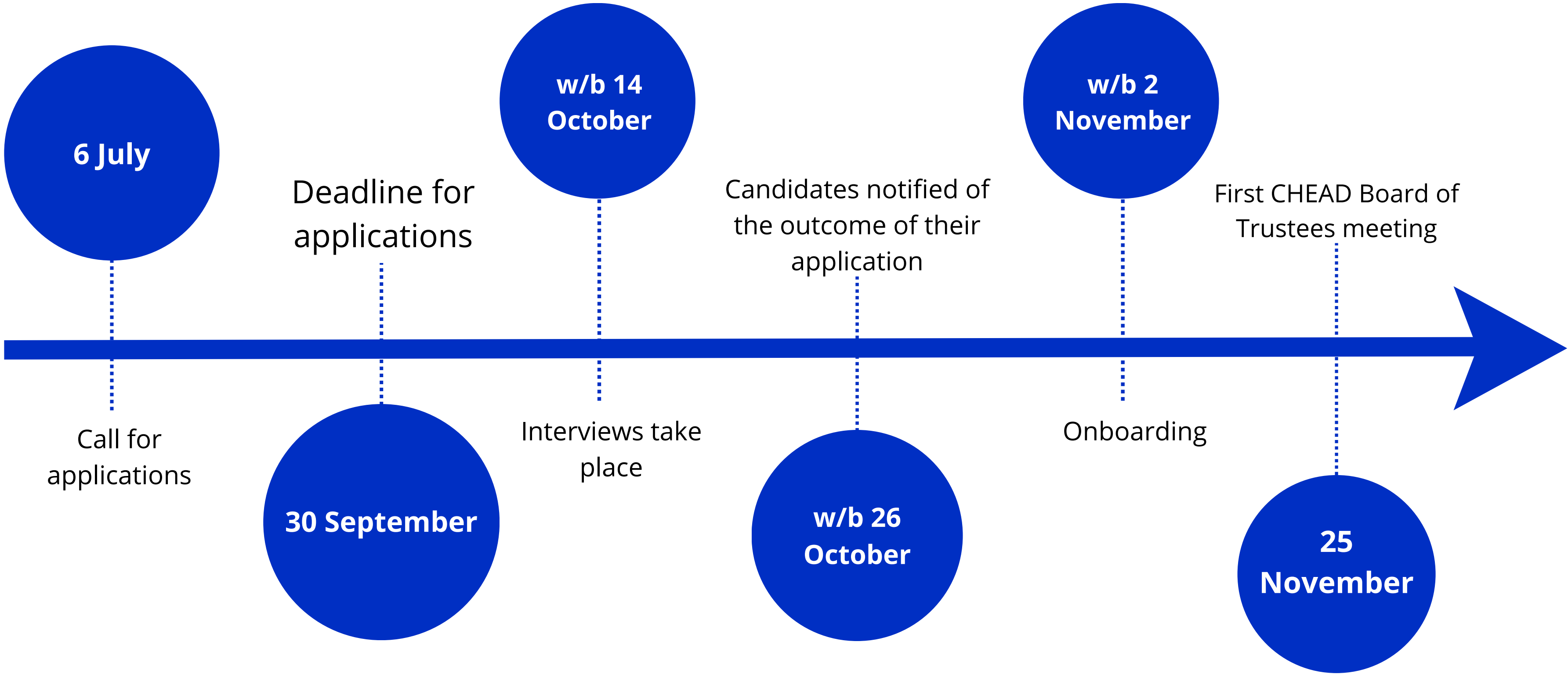
CHEAD's Equity, Diversity and Inclusivity mission is as follows;

At CHEAD we believe art is essential and this anchors all our EDI commitments to be a truly intersectional organisation of distinction, trust, and activism. We believe that challenging patriarchal narratives through a people and planet centred approach to art & design and creative disciplines is key to solving our national and global challenges.

By compassionately challenging ourselves and art & design and creative disciplines HE to learn new intersectional narratives and ways of working that embrace and empower diverse communities, we hope to pave the way for more equitable futures across the art & design and creative industry.

We are committed to ensure that at all levels within the organisation, we are working towards equity, diversity, and inclusion. This means that we particularly want to ensure the organisation's Board is reflective of our mission to dismantle institutional models and hierarchies that embed inequality and discrimination within art and design and creative disciplines.

Application Process and Timeline



Reasonable Adjustments

We want to ensure that everybody can apply and be part of our recruitment processes, if you may need reasonable adjustments, please indicate this in the application process. If you're invited to an interview, we will reach out to you to find out how we can best support you. Alternatively, you can contact joanie@chead.ac.uk to discuss what support you might need.

Examples of adjustments that we could make:

- Booking the interview at the most accessible time
- Sharing interview questions ahead of the interview
- Time for thinking pauses
- Having the camera off during the interview

Benefits For You

Some of the benefits former trustees have reported include:

- Satisfaction of being closely involved in the strategic planning and decision-making of a national body.
- Having the latest information and news of the sector.
- Being aware of latest government and funding council policies and decision making.
- Invaluable networking opportunities inside and outside of HE.
- Opportunities to speak to national and international peers.
- Professional development opportunities, e.g. presenting and speaking at events, acting as a specialist advisor, involvement in case studies, meaningful consultation as an advocate and making useful new contacts through public engagement.

Many Trustees say that serving on a board is the best education they have received in dealing with real and often complex strategic, organisational and policy issues.

Benefits For Your Institution

There is a compelling argument for institutions to support employees to take on trustee roles. There are many benefits to both individuals and the institution in doing this including:

- Employee fulfilment
- Develop networks in the sector
- Cost effective personal development
- Gaining knowledge of art & design and creative discipline higher education sector issues

Institutions benefit as their employees gain board and networking skills and are giving something back to the sector.

Institutions recognise that supporting staff to take up trustee roles is a good way for their staff to share their knowledge and experience, while also offering them an exciting, alternative professional development opportunity, providing them with skills they couldn't gain from traditional management training.

Institutions benefit as their employees gain board and networking skills and a sense of satisfaction and accomplishment they are giving something back to the sector.

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