

CHEAD Co-opted Trustee Role Description PR & Campaigning

The Council for Higher Education in Art and Design (CHEAD) is the representative body for the art, design, creative media, and related disciplines in higher education.

CHEAD is a Charitable Incorporated Organisation (CIO). The objects of the CIO are to advance education for the public benefit by promoting knowledge and understanding of art and design within higher education institutions.

1. Who are the charity's trustees?

The Charities Act 1993 defines charity trustees as the people responsible under the charity's governing document for controlling the administration and management of the charity. For CHEAD the charity trustees are the board of trustees.

The board or trustees comprises:

- Three 'Honorary Officers' comprising the Chair, Vice-Chair and Honorary Treasurer
- up to six elected trustees
- up to four co-opted trustees.

2. The role of the board of 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 to be proactive at all times on behalf of the interests of the membership. The trustee board must act as a group and not as individuals.

3. Duties of a trustee board member

The duties of a trustee board member are to:

- 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.

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.

4. Eligibility Process

Co-opted Trustees are selected by the Board of Trustees after a call for specific skills identified by the Board through a skills audit.

Candidates who are *not* either the nominated main or alternative representative of a member institution, should obtain the consent from their respective representative to stand for the CHEAD Board of Trustees.

5. Board Diversity and Inclusivity

CHEAD has set out its commitment to Equity, Diversity and Inclusivity in its Equity, Diversity and Inclusivity policy which can be found [here](#)

The Board of Trustees believes that effective leadership and good decision-making is enabled through a diverse board membership, a culture of listening to, and acting on, diverse perspectives and, having board behaviours that embody respect, openness and constructive challenge. CHEAD's EDI Strategic Governance Objectives 2020-21 states CHEAD will: "Strive towards having a diverse trustee membership and governance". CHEAD has identified as a nine month Actionable

Objective 2020–21 to: “Actively promote up-coming Trustee roles to be taken up by candidates with diverse and broad-based experiences and perspectives”.

CHEAD welcomes nominations from the breadth of its membership and we value and encourage different perspectives in the co-creation of our culture, plans and programmes.

6. Minimum time commitment

A term as a Co-opted Trustees is one year and co-opted Trustee roles are reviewed annually.

Trustees are expected to:

- Attend and actively contribute to every CHEAD Trustee meeting. There are normally 5 meetings, which are held in October, December, March, 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 charring 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 their time to CHEAD *pro bono*. It is expected that their home institutions will normally underwrite travel costs incurred. There are normally five meetings per annum.

7. Person specification

CHEAD is looking for a co-opted Trustee to support CHEAD in the following:

- 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

CHEAD is looking for a co-opted trustee with the following experience and capabilities:

- PR, Campaigns and Communication expertise
- Experience of the strategic use of social media as effective communication mechanisms to support activities
- Ability to build a professional network of high-level public figures as advocates/patrons of CHEAD

More broadly, each trustee must have:

- 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 the organisations commitment to diversity
- An acute awareness of the issues facing the sector
- Independent judgement and strategic vision
- An ability to work effectively as a member of a team and to take decisions on behalf of the CHEAD membership.

8. Benefits of being a Trustee

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.
- Representing their own institutions at the highest level
- 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
- Other professional development opportunities, e.g. presenting and speaking at events, acting as a specialist advisor, involvement in case studies, meaningful consultation as a senior advocate and making useful new contacts through public engagement.

Remuneration

Trustees of CHEAD are not entitled to any remuneration for the time and effort given by them to the charity but are entitled to claim expenses reasonably incurred.

Please contact the Membership and Operations Director should you have any further questions about the CHEAD Trustee role: anna@chead.ac.uk