



## Volunteer Trustee: Public Relations & Communications

**Salary:** Unpaid. Reasonable expenses reimbursed for travelling to meetings

**Hours:** Four meetings a year. Held virtually or In London and at PCA HQ in Hampshire. Additionally, trustees are invited to the AGM.

**Charity Location:** Pancreatic Cancer Action, Unit 9 Oakhanger Farm Business, Oakhanger, Hampshire, GU35 9JA

We are looking for a range of individual experiences that can add to the board's perspective and thinking; people who have had a wide range of leadership experiences in organisations of all types. In particular, we are looking for someone who has broad public relations and communications experience at a senior level.

Trustees should have the ability to think strategically and to work collaboratively with others. Detailed knowledge of the voluntary sector is not essential. We are seeking diversity of life experiences, both professional and personal.

A personal connection to pancreatic cancer is desirable but not essential. What is essential is the passion to change outcomes for pancreatic cancer patients now and in the future and a commitment to the mission of Pancreatic Cancer Action.

### About Pancreatic Cancer Action

Pancreatic cancer, being the 10th commonest form of cancer, affects nearly 10,000 people in the UK every year, with one person dying from the disease every hour. Less than 7% of people will live beyond five years and only 1% more than ten years. While it is the UK's fifth biggest cause of cancer death, it receives only 3% of overall cancer research funding.

**These statistics have barely changed in nearly 50 years.**

Pancreatic Cancer Action is a niche charity with a huge voice shouting about much needed change for pancreatic cancer and are passionately committed to affecting real change. We were founded in 2010 by a survivor, Ali Stunt, who in 2021 celebrates 14 years since diagnosis and proves that there is hope, early diagnosis is achievable, and survival is possible.

In 2020, Pancreatic Cancer Action merged with Pancreatic Cancer Scotland.

**Our Vision**

Our vision is that everyone survives pancreatic cancer

**Our mission**

Our mission is to improve survival rates of pancreatic cancer by ensuring more people are diagnosed early and that everyone has access to effective treatments, support, information and care.

**Our Objectives:**

Falling under the 'ACTION' acronym, our objectives are:

**A Awareness** - increase public awareness and knowledge of pancreatic cancer and its symptoms to achieve early diagnosis

**C Campaign** and lobby the government and key stakeholders for change to advance the standard of healthcare for individuals affected by pancreatic cancer

**T Train** and provide pioneering educational resources for our medical and healthcare communities

**I Innovative** research - we fund it, we support it - to improve early diagnosis and develop effective treatments to improve pancreatic cancer outcomes

**O Offer** the provision of practical and emotional support and information to all affected by pancreatic cancer

**N Now** – we are the action charity and action is needed more than ever before!

Our focus is on ensuring that patients are diagnosed with pancreatic cancer at a stage that gives them the best chance of survival.

Hearing daily of more people diagnosed late and dying from pancreatic cancer is a powerful reminder of why our work is so vital.

Quite simply, we know that pancreatic cancer can be detected early, and as long as we are here and continue to be supported, we will do all we can do to make sure this happens more and more. With the help of our amazing supporters and donors, we;

- Create award-winning awareness campaigns.
- Provide educational resources and training for primary care and other medical professionals
- Provide trustworthy information for patients and clinicians.
- Fund research into improving early diagnosis.
- Lobby governments and cancer funding bodies for more funding and focus on the disease.

We have seen exponential growth since the Charity's inception in 2010 but we have huge ambitions and need to grow our charity to a level where we can make even more impact than we do today, so we can save more lives. This is why we need a Trustee who can help us get there.

## Who are the Charity's trustees?

The Charities Act 1993 defines Charity trustees as those responsible under the Charity's governing document for controlling the administration and management of the Charity. This is the case regardless of the terminology used to describe the role. For Pancreatic Cancer Action the Charity trustees are the board of directors known as the Trustee Board.

## The role of the Board of Trustees

At its simplest, the role of the trustee board is to receive assets from donors, safeguard them and apply them to the charitable purposes of Pancreatic Cancer Action. The trustee board must always act in the best interests of Pancreatic Cancer Action, exercising the same standard of duty of care that a prudent person would apply if looking after the affairs of someone for whom they have responsibility. The trustee board must act as a group.

## Duties of Trustee Board Member

The duties of a trustee board member are:

- To ensure that Pancreatic Cancer Action complies with its governing document (its Articles of Association), Charity law, company law and any other relevant legislation or regulations
- To ensure that Pancreatic Cancer Action pursues its objects as defined in its governing document
- To ensure Pancreatic Cancer Action applies its resources exclusively in pursuance of its objects. For example, it must not spend money on activities which are not included in the objects, however worthwhile they may be
- To contribute actively to the board of trustees by giving firm strategic direction to Pancreatic Cancer Action, setting overall policy, defining goals, setting targets, and evaluating performance against agreed targets
- To safeguard the good name and values of Pancreatic Cancer Action
- To ensure the financial stability of Pancreatic Cancer Action

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, identifying key issues, providing advice and guidance on new initiatives, and evaluating or offering advice on other areas in which the trustee has particular expertise.

## Minimum time commitment

New Trustees are expected to attend an induction session at Pancreatic Cancer Action prior to their first board meeting.

Trustees are expected to attend **all** board meetings. Board meetings are held four times a year either during normal office hours or early evenings. There may occasionally be a need for additional ad hoc Board meetings. Trustees will also be asked to join one or more sub-committees.

Dates of Board meetings are agreed upon well in advance.

One meeting each year is allotted to strategic planning alongside the Pancreatic Cancer Action team at Pancreatic Cancer Action HQ in Hampshire, starting at lunchtime and lasting into the evening.

The other three meetings last approximately two hours and are usually virtually or at Pancreatic Cancer Action's offices in Oakhanger or a location in London.

- Papers are distributed one week in advance of meetings.
- Trustees may be asked to chair one of the board sub-committees, each of which meets twice a year, for approximately two hours, during normal office hours or early evening.
- Trustees are invited to the annual general meeting (AGM) of Pancreatic Cancer Action, which usually takes place in the summer.
- Trustees can claim out of pocket expenses incurred in travelling to meetings.

### Person specification

- broad public relations and communications experience at a senior level
- a commitment to the mission of Pancreatic Cancer Action
- a willingness to meet the minimum time requirement
- integrity
- strategic vision
- good, independent judgement
- an ability to think creatively
- a willingness to speak their mind
- an understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship
- an ability to work effectively as a member of a team and to take decisions for the good of Pancreatic Cancer Action.

### To Apply:

Please send your C.V. plus a covering letter explaining why you feel you would be suitable for this role to [gemma@panact.org](mailto:gemma@panact.org) by Tuesday 25<sup>th</sup> May.