



## Citizens Advice East End Trustee Recruitment Pack

Citizens Advice East End (CAEE) provides independent advice services to people who live, work or study in Hackney, Tower Hamlets and Newham. We are governed and managed locally but with the benefit of being part of the influential national organisation, Citizens Advice. We deal with over 35,000 clients a year and help with over 45,000 issues. We have annual turnover of £2 million, just under 40 paid staff and support from around 110 volunteers.

We are looking for a three new Trustees including a Chair and leads for communications and research and campaigning. You will be part of Trustee Board who are responsible for the overall direction, vision and strategy of CAEE.

We are seeking people who can bring innovative ideas, enthusiasm for our values and excellent judgement to help determine our objectives. You should have the capacity to make a significant contribution.

Ideally you would live or work in one of the three boroughs. In order to ensure the Trustee Board reflects the local community, we welcome applicants from Black, Asian and Ethnic communities.

For further information, or a confidential discussion, please contact our current Chair, David Ross at [dross@eastendcab.org.uk](mailto:dross@eastendcab.org.uk)

**The deadline for applications is Monday 2<sup>nd</sup> November.** Please send your CV with a covering letter clearly indicating which role you are interested to [hcapper@eastendcab.org.uk](mailto:hcapper@eastendcab.org.uk)

Interviews will be held in the following three weeks (via Zoom) so please state if there are any dates when you would not be available.

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## **About Citizens Advice East End services**

CAEE provides independent advice services to people who live, work or study in Hackney, Tower Hamlets and Newham. These 3 London boroughs combine areas of affluence with areas of extreme deprivation and their populations have an ever-growing need for advice and assistance with issues such as welfare benefits, debt, housing and financial inclusion.

We help our clients with face to face advice services at our main offices in the 3 boroughs, combined with numerous outreach services at GP surgeries, children's centres, Housing Associations etc. We deal with over 35,000 people a year and our services offer practical and effective help to them in resolving their problems. We achieve positive outcomes for our clients and, through our efforts, recover over £19m income for them each year. Our clients include the poorest in society, frequently with physical/mental health issues, and our efforts make a real difference to their lives. We are constantly challenging prejudice, discrimination and maladministration in line with the ethos of our parent organisation, Citizens Advice.

We offer high quality advice services to our clients, through a team of employed staff and volunteers based in our three London boroughs. We work in partnership with our local authorities and under contract with numerous other funders, both locally and nationally. Additionally, we gather information on the demand for our services and the issues affecting our clients, which we use for local campaigning on poverty and social exclusion issues and feed back to Citizens Advice in connection with national campaigns on, for example, the effects of welfare reforms.



### **Citizens Advice East End's governance**

CAEE is a registered charity (No. 1082193) and a company limited by guarantee (No. 3324794).

It is governed by a trustee board, currently of 10 trustees (maximum is 15).

The Trustee meetings are held quarterly in March, June, September and November/December. They are usually on a Wednesday evening from 6.30pm at the offices of Herbert Smith Freehills near Liverpool Street station and usually last about 3 hours. Although recent meetings have been held via Microsoft Teams instead. In addition, there is a separate strategic planning/ business planning session in January/ February and a couple of annual events with staff and volunteers (for Volunteers Week in June, and at Christmas) that trustees are encouraged to attend. All Trustees except the Chair are expected to serve on one of the 3 following sub-committees :

- i) Finance and HR - meets quarterly before the main board meeting
- ii) Governance - meets at least twice a year
- iii) Remuneration - meets as required.

In addition, many of the Trustees are the designated lead on specific issues or areas of operations and liaise with the relevant staff member and can advise other Trustees as required. This includes:

- fundraising
- information assurance
- health and safety
- safeguarding
- equalities/diversity
- research and campaigning
- communications.

## **CAEE: Chair's Role Description**

### Purpose of the role

- To lead the Board in ensuring the effective performance of its governance responsibilities
- To work in partnership with the Chief Executive to help achieve the objects set for the organisation
- To ensure there is an effective relationship between the Board and the organisation's staff, volunteers, members and stakeholders.
- To represent the organisation

### Main Duties

(Note: Some of the duties listed below may be delegated to other Trustees.)

Ensure the Trustee Board fulfils its responsibilities and to

- Chair the Board meeting so it functions effectively and carries out its duties
- Ensure the business of meetings is dealt with (balancing need for time-keeping and space for discussions), and that decisions, when required, are arrived at and recorded, and their implementation allocated and monitored
- Ensure, with the Chief Executive, that Trustees receive appropriate advice, training and information relating to their role
- Ensure the organisation's governance, audit and investment practices are updated as needed
- Serve as an additional promoter of the organisation to relevant stakeholders
- Ensure that satisfactory arrangements are made to identify and nominate the next Chair

Help the Chief Executive achieve the objects set for the organisation and

- Ensure the Board develops a long-term strategy for the organisation with objectives which can be monitored
- Monitor progress in implementing the work plan
- Ensure appropriate arrangements are in place to support, monitor and review the work of the Chief Executive
- Lead on reviewing the strategic business planning and operational performance management sections of the LSA

Ensure an effective relationship between staff, volunteers, members and other stakeholders and

- Help to promote the organisation to a wider audience of potential funders
- Agree, with the Chief Executive, an annual schedule for Board and sub-committee meetings

- Through the Chief Executive, ensure appropriate communication between Trustees and staff, volunteers and stakeholders.

Along with the Chief Executive, to represent the organisation at local and national events

- Attend the London Citizen Advice Chair's Forum meeting
- Attend Citizens Advice national conference.

In addition, the person would be expected to undertake the statutory duties of all trustees and contribute to Trustee discussions on other issues, including financial management and fundraising, human resources issues, overseeing service developments and ensuring that the charity has good governance.

#### Key Qualities

- Have the ability and willingness to commit to and work within the aims, principles and policies of the Citizens Advice service
- Previous experience as a charity Trustee
- Good meeting and presentation skills
- Supportive and confident leadership style
- A willingness to lead the organisation
- Possesses tact, diplomacy and powers of persuasion.
- Ideally, some understanding of the advice sector.

## **CAEE: Research and Campaigns Trustee Role Description**

### **Background Information**

CAEE has two key R&C goals:

- To provide a high quality R&C involvement with our local areas of Hackney, Tower Hamlets, and Newham
- To be an active supporter and provide support and evidence to national Citizens Advice-led R&C initiatives.

As an organisation we contribute information to national campaigns and play an active role in a number of local initiatives too, such as:

- Problems with Universal Credit
- Council Tax discretionary funds
- Addressing problems with private landlords.

We envisage the R&C Trustee lead as a fairly hands-on role who can liaise with the R&C volunteers and staff.

### **Purpose of the Role**

- To enable CAEE to develop a more pro-active approach to research and campaigning
- To lead on research and campaigning issues across the organisation
- To support staff, volunteers and Trustees around research and campaigning
- To maximise the impact that our campaigns have on people's lives.

### **Specific Activities**

- To review current (and previous) R&C work and develop an action plan for the future
- To support the Trustees to understand and keep up to date with R&C issues
- To subscribe to the national newsletter and be aware of national Citizens Advice campaigns
- To liaise with volunteers to participate in the national Citizens Advice Network Panel survey
- To attend Citizens Advice research and campaigns forum, when possible
- To liaise with Communications lead to improve promotion of R&C using traditional and social media
- To present the outcomes of R&C work to Trustees and other stakeholders
- To consider how to involve clients in R&C, eg through a survey
- To evaluate R&C work for lessons learned and improvement for future
- To consider establishing a Campaigns Group.

In addition, the person would be expected to undertake the statutory duties of all trustees and contribute to Trustee discussions on other issues, including financial management and fundraising, human resources issues, overseeing service developments and ensuring that the charity has good governance.

### Key Qualities

The person who holds this post will have:

- Have the ability and willingness to commit to and work within the aims, principles and policies of the Citizens Advice service
- A clear idea of the social issues that face people living in inner-City London and have a clear commitment to help tackle them
- Excellent experience of either social research or campaigning on social issues
- Skills to be able support staff/volunteers to undertake R&C work in a constructive and supportive way
- Experience of developing social media campaigns
- Capacity to take a pro-active role
- Good written and presentation skills
- Previous charity experience would be helpful.

## **CAEE: Marketing and Communications Trustee Role Description**

### Purpose of the Role

- To enable CAEE to develop a more pro-active approach to marketing and communication
- To lead on marketing and communication across the organisation
- To support staff, volunteers and Trustees to improve marketing and communication across the organisation.

### Specific Activities

- To contribute to the development and implementation of an integrated strategic marketing and communications plan, allowing CAEE to enhance relationships with targeted external audiences including the media, and key influencers
- To review internal communication and develop a framework for the future
- To aware of national Citizens Advice branding requirements and ensure these are being applied
- To liaise with Research and Communications lead to improve promotion of R&C using traditional and social media
- To broaden awareness of CAEE's vision, mission and values; and increase its visibility across a wider audience
- To help develop CAEE's on-line presence including it's website, Twitter and other social media channels.

In addition, the person would be expected to undertake the statutory duties of all trustees and contribute to Trustee discussions on other issues, including financial management and fundraising, human resources issues, overseeing service developments and ensuring that the charity has good governance.

### Key Qualities

The person who holds this post will have:

- Have the ability and willingness to commit to and work within the aims, principles and policies of the Citizens Advice service
- Strong background and experience in marketing and communications
- Acting as brand champion at strategic level and engaging with internal/external stakeholders to promote brand opportunities
- Track record of success in managing a strategy to increase profile and awareness locally and regionally.
- Experience of developing social media content and campaigns
- Capacity to take a pro-active role
- Good written and presentation skills
- Previous charity experience would be helpful.