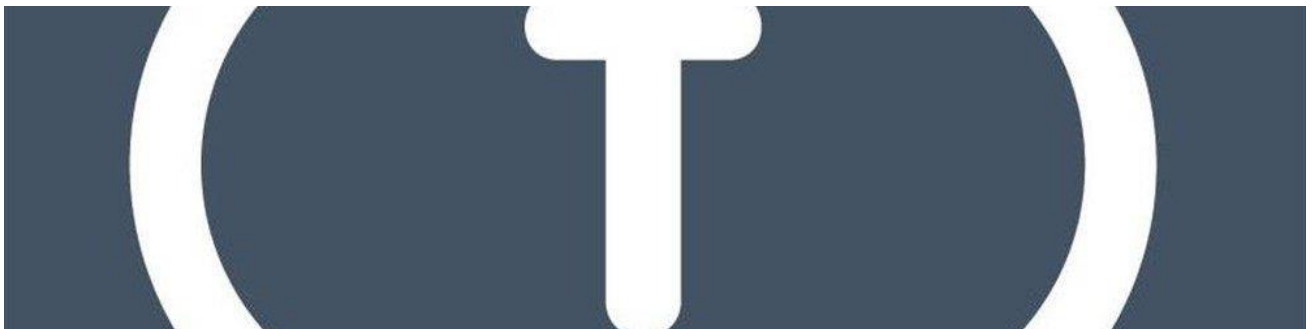


## CANDIDATE BRIEF

Non-Executive PR & Communications Trustee

British Tinnitus Association

September 2019



## British Tinnitus Association

### What we do

We are an independent charity supporting thousands of people who experience tinnitus and advise medical professionals from across the world. We are the primary source of support and information for people with tinnitus in the UK, facilitating an improved quality of life. We aim to encourage prevention through our educational programme and to seek effective treatment for tinnitus through a medical research programme.

We seek to provide the most appropriate and expert advice and information

### Vision

We want "A world where no one suffers from tinnitus."

That is a powerful statement and one we believe is achievable. It is achievable now, to an extent that there are management tools and methods available to enable some not to 'suffer'. However, we also want to find better ways to manage tinnitus – and ultimately a cure.

We have developed our strategic priorities to make our vision become reality:



## Our Impact



We are extremely proud of our achievements over the last year. 2018-2019 was a year of expansion and setting a platform for delivery of new projects and work in future years.

Our new vision, mission, and values were further embedded into the core of our work, as we continue to pursue '**a world where no one suffers from tinnitus.**'

You can read an overview of our year in [Our Impact](#) or if you'd like more details then please look at our [Annual Report and Accounts](#).

---

## British Tinnitus Association Chief Executive

### David Stockdale

David was appointed Chief Executive of the BTA in February 2010. He is responsible for the day to day running of the charity, and implements the strategy, as set by the Board of Trustees. He sees supporting the tinnitus community, ensuring a preventative message targets those at risk and increasing research into tinnitus as the BTA's priorities. David has two young children, who take up most of his free time! David works Monday-Friday.

## British Tinnitus Association Trustees

### Lynne Gillon - Chair

Lynne's career as an international business leader has been in the technology sector ranging from start-ups to large global organisations and most recently at Oracle Corporation. She has now embarked on a portfolio career and qualified as an Executive Coach and is a member of the Advisory Board for a Cyber Security Company – Reliance acsn.

Lynne brings a deep understanding of digital technology and comprehensive insights into cloud software and emerging technologies. She holds a B.A. in Computer Science, a post graduate diploma in International Marketing from INSEAD Business School and graduated from IMD Business School's International Management Program. She is a Chartered Engineer (CEng) as well as a Chartered Information Technology Practitioner (CITP)

Lynne suffers from tinnitus and is very keen to contribute to the BTA's vision of: 'A world where no one suffers from tinnitus'.

In her spare time, she loves to go to the opera, the theatre and spends time reading. In the winter she likes to be on the ski slopes as much as possible!

### Clive Warner – Honorary Treasurer

Clive Warner is the Hon. Treasurer of the BTA. He is a Chartered Accountant who trained with KPMG. Since qualifying, he has held senior financial positions at retail and leisure companies including Timpsons, Woolworths, UCI Cinemas and NAAFI.

Coming from a family where charity has always played an important part, in 2013 Clive decided to enter the charity sector in a professional capacity and became CFO of Retail Trust.

---

## Don McFerran

Don McFerran has worked as an ENT surgeon since the mid 1980's and has been a Consultant in Colchester, Essex since 1999. He did his basic medical training at Queens' College Cambridge and Cambridge University Medical School. His postgraduate training took him through several ENT departments in London and East Anglia, including the Middlesex Hospital where he worked under Jonathan Hazell at the time that the Neurophysiological Model of Tinnitus and Tinnitus Retraining Therapy were being developed. Although, like many district general hospital consultants, he has a fairly varied and generalised ENT practice he has a special interest in adult otology, particularly tinnitus and runs a regular tinnitus clinic. He has published widely on a diverse range of ENT topics including paediatric tinnitus and has co-authored two tinnitus books – one for professionals and one self-help book for people with tinnitus and hyperacusis.

Married with two sons who are at the university stage, in what little spare time he gets, he enjoys cookery and woodwork. He is also a keen hill walker though his current domicile in East Anglia does limit the opportunities for this pursuit!

## Anne Geraghty

Annie is a management consultant, specialising in the pharmaceutical industry, with project management experience of global programmes. She studied Pharmacology at the University of Manchester, gaining a degree and PhD. She has also worked in international development, leading the strategy and business development for the commercialisation of a mobile training tool for health workers, based in Kenya. She is excited to work with the BTA to drive towards a world where no one suffers from tinnitus.

## Lucy Colenso

A marketing specialist with a background in chocolate manufacturing and retail, Lucy is a recent appointment to our trustee panel. Her involvement concentrates on our strategic direction, helping to shape and guide the marketing plan and vision for our short and long term together with our team in Sheffield.

## Lucy Handscomb

Lucy Handscomb trained as a hearing therapist in the 1990's. She worked in a number of NHS clinics across the UK offering one-to-one counselling and support to adults with acquired hearing loss and their communication partners. Over time she developed a special interest in tinnitus, and for 10 years ran the tinnitus therapy clinic at St Mary's Hospital, London. More recently she has been running group information sessions and short self-management courses for people with tinnitus in various locations. Alongside her clinical career she developed a teaching role and has worked as a lecturer on hearing therapy and audiology courses in Bristol and London. She currently teaches undergraduate and graduate students at UCL Ear Institute and co-organises the longstanding tinnitus and hyperacusis masterclass there.

Lucy gained her PhD from the University of Nottingham in 2018. This was an investigation of a cognitive behavioural model of tinnitus distress. This PhD studentship was funded by the BTA, so she was happy to be able to give something back to the organisation by becoming a trustee.

Lucy lives in London with her partner and their daughter. She loves singing and is a founder member of High Holborn Chamber Choir.

---

## Simon Miller

Simon works in the telecoms and technology industry.

In April 2009, following a whiplash incident, he woke in the middle of the night with loud ringing in his right ear. His struggle with tinnitus and its associated complications commenced at that point and subsided only after a period of several years of tinnitus retraining therapy.

He was appointed a trustee of the British Tinnitus Association in September 2018.

He enjoys modern fiction and running, albeit more slowly these days.

---

## Role Description for a Trustee

- To ensure that the BTA complies with its governing document (Memorandum and Articles of Association (Revised September 2016), charity law, company law, and any other relevant legislation or regulations
- To ensure that the organisation pursues its objectives as defined in the Memorandum and Articles of Association
- To ensure that the BTA applies its resources exclusively in pursuance of its objectives
- To attend and fully participate in all meetings, be fully prepared and 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
- To generate ideas and give wise counsel that will shape the BTA's future
- To take collective responsibility for the decisions of the Board
- To safeguard the good name and values of the BTA
- To ensure the effective and efficient administration of the BTA
- To ensure the financial stability of the BTA
- To protect and manage the assets of the charity and to ensure the proper investment of the BTA's funds
- To draw attention to any conflicts of interest that may arise in meetings
- To appoint the Chief Executive and monitor his/her performance
- 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 scrutinising board papers, leading discussions, focussing on key issues, providing advice and guidance on new initiatives, or other issues in which the trustee has special expertise
- To uphold high standards of conduct and integrity
- To promote the BTA wherever possible

---

## Trustee Person Specification

- A commitment to the BTA
- Strategic vision
- Sound and objective 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
- Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership

The BTA will offer Induction and ongoing training and development to enable you to fulfil the role.

## For further information

<https://www.tinnitus.org.uk>



---

## First Flight Role Specification

A Trustee (Non-Exec) is required for the British Tinnitus charity striving to be the primary source of support and information for people with Tinnitus and their carers in the UK.

The BTA is seeking a new Trustee who has experience in all aspects of PR and Communications. We welcome candidates wishing to gain their first experience as a Trustee.

This is an unremunerated, voluntary appointment so no salary or fees are payable, although out of pocket expenses will be paid.

The time commitment is approximately one day per month as Trustees are expected to attend six Board meetings (held in London and two in Sheffield where the charity is based) per year. Meetings are split between midweek and Saturdays. This includes an AGM and a strategy day.

### The Charity

- BTA is the only national charity specialising in Tinnitus support and their vision is a world where no one suffers from Tinnitus.
- Currently 1:8 people in the UK suffer from Tinnitus.
- Their aim is to fund research to find a cure.
- The BTA supports over 1 million people a year with tinnitus – via our website, helpline, support group network, leaflets and other touchpoints.
- With current revenues of £1m with a small staff team based in Sheffield the BTA have ambitious plans to shape future research into Tinnitus and ensure everyone knows what Tinnitus is, what to do about it and how to prevent it.
- The goal is to achieve a diversified approach to fundraising, generating voluntary income from individual donors, fundraisers, companies, trusts and foundations and from statutory bodies.

### Non-Exec Director Role/Requirements/Expertise

- We are currently recruiting for a Trustee with experience in PR, communications and marketing.
- The BTA want a Trustee who can support, offer guidance and expertise to the Board on the overall strategy for PR, branding and social media strategy. To support the staff team and be the link to enable the Board to have more effective oversight of PR, communications, branding and media within the BTA.
- You will ideally have a successful track record as a Head of Communications across all aspects of PR, communications, branding and social media with a focus on helping the BTA grow their message and achieve greater brand awareness of its work.
- The role would ideally suit as PR/Marketing/Branding executive from the commercial environment seeking a Trustee/Non-Executive role.
- Oversee the ongoing development of the BTA communications strategy in conjunction with the Trustee Board.
- The successful candidate will become a member of one of the Sub-Committees.

### Applying for the role

Candidates who feel they meet the above criteria are invited to apply having first registered their CV with First Flight Non-Executive Directors [www.firstflightnonexec.com/candidates/register-cv](http://www.firstflightnonexec.com/candidates/register-cv) (if they have not already done so – there is no charge) by using our “Apply for Role” tab for role Number 1087 and completing the application form explaining how they match the key criteria we have set out for the role.

PLEASE NOTE: client interviews are provisionally planned for the week commencing 4<sup>th</sup> November 2019

**The role will close on: Friday, 18<sup>th</sup> October 2019**

For further information:

First Flight Non-Executive Directors Ltd  
19 Sayers Lane  
Tenterden, Kent, TN30 6BW  
Tel: 01797 270 271  
Email: [info@firstflightnonexec.com](mailto:info@firstflightnonexec.com)