



Marketing and Communications Trustee

<u>Responsible to:</u>	Chair
<u>Key relationships:</u>	CEO, Board of Trustees
<u>Location:</u>	Meetings are held virtually and in person
<u>Salary:</u>	Unpaid
<u>Hours:</u>	Four board meetings and four committee meetings per year

Who we are

Media Defence¹ is a charity that provides legal help to journalists, citizen journalists and independent media defend around the world. We are unique in what we do: we are the only organisation in the world solely focused on providing this critical help to journalists and have established ourselves as a leader in the legal defence of journalists and independent media worldwide.

A small, specialist organisation, Media Defence is run by 17 full time staff and supported by the Board of Trustees that currently comprises nine members, but we punch above our weight. To date, we have supported over 1,000 cases, helping hundreds of journalists in over 110 countries. Our work has contributed to prevent over 300 years of detention for media workers and avoided £500m in damages. We have supported 40 partners and have trained 144 lawyers. In 2021, over 80% of journalists we have helped continued their journalistic work.

About the role

To supplement the range of skills and knowledge already present amongst its Board, we are looking for a well-networked marketing and communications professional with appropriate experience to provide oversight and guidance on Media Defence's work.

This role will provide strategic direction around Media Defence's communications in collaboration with other members of the Development Committee. This role will support our development team to explore new opportunities and reach new audiences, will highlight and help mitigate the risks involved in increasing our visibility, offer expertise regarding crisis communications, and ensure that Media Defence's marketing and communications are legally compliant.

Tenure: The tenure of this role is an initial three-year term, which may be extended once.

¹ Media Legal Defence Initiative, trading as Media Defence, is a limited company registered in England and Wales (06621203) and registered charity in England and Wales (1128789) with registered office address 5 Chancery Lane, London WC2A 1LG.



Time commitment: We are looking for someone who has the time to commit to four meetings of the Development Committee and four meetings of the Board of Trustees per year. Meetings will be virtual, apart from one exceptional board meeting per year, which takes place in London (funding permitting).

Salary: The position of Trustee is unpaid. However, Media Defence will reimburse reasonable expenses incurred in relation to the duties of Trustees, which will include attendance of the in-person Board meeting in London. We will also provide all necessary training to support you in this role.

Duties of Trustees

The duties of a trustee are as follows.

- Ensuring that Media Defence pursues its stated objects (purposes), as defined in its governing document, by developing and agreeing a long-term strategy;
- Ensuring that Media Defence complies with its governing document, charity law, company law and any other relevant legislation or regulations;
- Ensuring that Media Defence applies its resources exclusively in pursuance of its charitable objects;
- Ensuring that Media Defence defines its goals and evaluates performance against agreed targets;
- Safeguarding the good name and values of Media Defence;
- Ensuring the effective and efficient administration of the organisation, including having appropriate policies and procedures in place;
- Ensuring the financial stability of the organisation;
- Protecting and managing the property of the organisation and ensuring the proper investment of the charity's funds;
- Following proper and formal arrangements for the appointment, supervision, support, appraisal and remuneration of the chief executive; and
- Attend meetings of the Board of Trustees four times per year.

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;
- Focusing on key issues;
- Providing advice and guidance on new initiatives; or



- Other issues in which the trustee has special expertise.

Person specification

- Minimum of five years' experience in marketing and communications, with experience of marketing and communications strategy and managing (reputational) risk, extensive social media knowledge and access to different media opportunities;
- A commitment to the Media Defence's aims and objectives;
- A willingness to devote the necessary time and effort to effectively support the organisation;
- An understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship;
- A commitment to Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership;
- Good, independent judgement;
- An ability to think creatively;
- A willingness to speak their mind;
- Experience of working within the charity, voluntary or public sector is desirable; and
- A willingness to support Media Defence's fundraising activities is desirable.

Media Defence has its base in London but works globally. Its trustees believe Board diversity is an imperative. They believe gender parity is a priority, alongside ethnic and geographic diversity, as well as the lived experiences of Board members, with regard to the issues that the Media Defence seeks to tackle. The Board pledges to take the necessary measures to achieve this, and to support diverse participation.

Further information

If you have any queries or would like to speak to someone about this role, please contact us at recruitment@mediadefence.org.

If you are interested in undertaking this role, please email your **CV and a covering letter** setting out your background and interest in the role to recruitment@mediadefence.org by **30 June 2022**.