



# Royal Air Force Benevolent Fund

A charity registered in England & Wales (1081009) & Scotland (SC038109)



## Information Pack: Communications Trustee

March 2025

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Closing date: 12 midnight, Wed 14 May 2025



## Welcome note from our Chair



Dear Candidate,

Thank you for your interest in becoming a trustee of the RAF Benevolent Fund, and for taking the time to read this information pack.

Founded in 1919 and incorporated by Royal Charter in 1999, we are the Royal Air Force's leading welfare charity. At the heart of the RAF Family, we are here to support serving and former RAF personnel and their

families across the world. We help people put their lives back on track through financial grants to alleviate hardship; mental health support including our Listening and Counselling Service and Telephone Friendship Groups; and practical assistance such as mobility equipment to improve quality of life. Our assistance enables all members of the RAF Family to live safely and independently. We are also honoured to have the responsibility for maintaining and preserving both the RAF Memorial and RAF Bomber Command Memorial in London, on behalf of the nation.

We have been a source of support for serving and former RAF personnel and their families for over 100 years and intend to continue to be there in the future. In 2023 we spent £18.9m delivering our welfare services, helping over 42,000 serving and former RAF personnel and their families during their time of need.

You can find out more about us including our history, support for the RAF family, our strategy purpose, goals and values as well as biographies of our trustees and Executive Leadership Team (ELT) by visiting our website [rafbf.org.uk](https://rafbf.org.uk)

To enable us to strengthen our Board and further our incredible work, **we are seeking an individual with significant communications experience across multiple platforms including, but not limited to: conventional, digital, social media, artificial intelligence, data analytics, branding and marketing.**

Should you wish to have an informal discussion about this role prior to applying, please contact our Head of Governance, Lisa Harmshaw, on 020 7307 3318 / [lisa.harmshaw@rafbf.org.uk](mailto:lisa.harmshaw@rafbf.org.uk) who will arrange for a time to speak to our Chief Executive (Controller) Air Vice-Marshal Chris Elliot or our Director of Operations, Air Commodore Simon Harper. Thank you for your interest in our amazing organisation, the RAF Benevolent Fund.

**Richard Daniel, Chair of the Board**

## Being a Fund trustee

The Fund is led by a Board of trustees who assess and review our strategy and policies and provide oversight of the executive team. Our trustees act in the best interests of the Fund, in accordance with its Royal Charter, ensuring that the Objects of the Fund are delivered as effectively and efficiently as possible, and that the Fund applies its resources exclusively for the benefit of the RAF Family.

Our existing 12 trustees bring a variety of skills and experiences, such as fundraising, safeguarding, finance and investments and lived RAF experience to the Fund. Your background, skills and experience will further enhance this for the benefit of the RAF Family. The successful candidates will:

- be aligned to our vision, purpose, key goals and values and be able to demonstrate their commitment to equality, diversity and inclusion;
- be able contribute positively to the Fund in a non-executive capacity, operate strategically, be held accountable and hold others to account;
- be able to build supportive relationships and work as a team. This will involve working collectively with others, supporting collective decision-making, being comfortable in sharing your views and expertise with fellow trustees and the Executive Leadership Team (ELT) trustees whilst still bringing your own ideas, perspectives and experiences to discussions;
- have the ability to analyse and interpret complex information and evidence, demonstrate impartiality, intellectual flexibility and sound judgment;
- have the ability to listen, communicate and influence effectively;
- have the capacity and skill to understand stakeholder priorities; and
- be a collaborative and pragmatic problem-solver and have the ability to adapt and respond to change.

Our trustees are all unpaid volunteers but can claim reasonable out-of-pocket expenses. The typical time commitment will include attendance at and preparation for:

- a minimum of four scheduled Board meetings per year (held at our offices, 67 Portland Place, London). Meetings are usually held in March, late June / early July, September and November and normally last for around 3 hours;
- a two-day Board awayday / strategy session in Spring / early summer each year, held at an external location;
- a minimum of four Board committee meetings (all our trustees are expected to sit on at least one Board committee); and
- relevant training or other development as determined throughout the year. We will provide the successful candidate with a bespoke induction and training programme, commensurate with the experience of the individual selected.

It is likely that you will be also asked to sit as a director or trustee on one (or more) of the Fund's subsidiaries. Our subsidiary Boards usually meet once a year (in late May / early June).

**You must** be eligible to be a charity trustee &/or company director under UK law to be considered for these roles. Please also note that the Fund operates safer selection practices, and this will involve the successful candidate being required to have a Disclosure and Barring Service check.

## How to apply

**The closing date for applications is 12 midnight on Wednesday 14 May 2025.** *The Fund reserves the right to close this campaign early if sufficient applications are received.*

We welcome applications from anyone who meets the essential criteria for the role irrespective of their background, community, industry or protected characteristics. If you require any reasonable adjustments as part of your application process or if you were to be invited to interview, please let us know.

**To apply please send the following** to our Head of Governance, Lisa Harmshaw, via email [lisa.harmshaw@rafbf.org.uk](mailto:lisa.harmshaw@rafbf.org.uk):

- **an up-to-date CV and covering letter** (no more than two pages of A4) which outlines your interest and relevant experience in relation to the essential and desirable criteria as follows:

	<b>Communications Trustee (ref: RAFBF01/25)</b>
<b>Essential</b>	<ul style="list-style-type: none"><li>• significant communications experience across multiple platforms including, but not limited to: conventional, digital, social media, artificial intelligence, data analytics, branding and marketing.</li></ul>
	<ul style="list-style-type: none"><li>• online / community fundraising;</li><li>• e-commerce;</li><li>• income diversification;</li><li>• working with or advising charities</li></ul>
<b>Desirable</b>	<ul style="list-style-type: none"><li>• an appreciation of the RAF &amp; / or the military charity sector;</li><li>• understanding of the role of a charity trustee and/or company director or previous experience of being one; &amp; / or</li><li>• an understanding of corporate performance reporting and Key Performance Indicators.</li></ul>

## What happens after you have applied

- **We aim to acknowledge receipt of your application within 48 hours.**
- **Candidates shortlisted for interview will be notified in late May 2025.** We regret that, individual feedback is only available to candidates who attend interview (but are not appointed).
- **Interviews will take place at 67 Portland Place, London, W1B 1AR in late May / early June 2025.** The selection panel will comprise of Richard Daniel (Chair of the Board), Patrick Aylmer (Senior Independent Trustee) and Alison Benjamin (Chair of the Fundraising, Communications & Engagement Committee). The selection panel will speak with you about the role and ask questions about your experience to find whether you meet the essential criteria as set out in the person specification. There will also be an opportunity to ask any further questions.
- Candidates who are interviewed will be **notified of the outcome mid June 2025.**
- **For our preferred candidate, we will then undertake due diligence checks and seek two written references.** Subject to the outcome of these checks, you will be advised as to whether you will be recommended for appointment.

Questions or queries? please contact our Head of Governance, Lisa Harmshaw, on 020 7307 3318 / [lisa.harmshaw@rafbf.org.uk](mailto:lisa.harmshaw@rafbf.org.uk)