



**drinkaware**

Trustees



Starfish



# Welcome

Dear Applicant

Thank you for your interest in joining the Drinkaware Board of Trustees.

We are an independent charity working to enhance public health and understanding about alcohol consumption. We're here to help people make better choices about drinking and in turn reduce alcohol misuse and harm in the UK. We engage and work directly with both the alcohol industry and public sector bodies to tackle alcohol-related harms. We're passionate in our belief that working together, we can help make the UK healthier, safer and more productive.



This is a particularly exciting time to join us, as we embark on the next phase of strategic development. We want to build on our strengths and successes whilst getting the UK confident about talking about alcohol, the good, the bad and the facts. Our work will continue to be underpinned by robust research and analysis and we will strengthen our partnerships with others to reach more people, increasingly reflecting the wider societal impact of high levels of alcohol consumption.

Our new Chief Executive joins us in the Autumn and, at the same time, we are further reinforcing our Board's capability and skills to meet emerging priorities. We are now looking for two new trustees who can offer at least one of the following backgrounds:

- a business analyst: you will bring a capacity for conceptual and contemporary thinking and will be able to help Drinkaware connect up the different aspects of our brand, priorities and audiences, helping us unlock both potential and opportunity – this may be your first non-executive role and you may be mid-career at present;
- someone with a deep finance background gained in a commercial environment: you will help us diversify our income through the identification and response to commercial opportunities and by supporting our thinking with regard to business models – this will probably not be your first non-executive role and you are likely to have held a senior / leadership role in the past or currently.

Confident in the role of governing an independent charity (albeit with our clear industry relationships) you are passionate about ensuring we deliver real impact. If you believe you can offer the skills and experiences we're looking for, and help us shape our next period of strategic development we look forward to hearing from you.

**Lucy Armstrong**  
Chair

# About Drinkaware

Drinkaware is a small independent charity of around 30 people. We are passionately independent and committed to reducing alcohol harm in the UK by:

- Providing the public with the facts about alcohol and tools to help them reduce their consumption
- Providing governments and industry with advice on how to reduce the societal harm that can be caused by alcohol
- Undertaking independent and robust research on alcohol harm and misuse.

There have been many positive changes in the UK's drinking in recent years, in which Drinkaware has played an important role:

- More UK adults are drinking at low risk levels compared to five years ago
- The proportion of adults reporting never binge drinking has increased
- Underage drinkers are drinking less
- More drinkers are moderating their drinking.

However, there are some concerning trends making our work more relevant than ever:

- Around 10m adults still drink over the Chief Medical Officers' low risk guidelines of 14 units per week
- Many of the UK's risky drinkers turned to alcohol during the pandemic
- Deaths and hospital admissions related to alcohol remain high, and rose over the pandemic
- Anecdotal reports suggest people still find it hard to talk about their drinking and there is stigma to seeking help. Research indicates there are additional barriers to support for some communities.

Drinkaware plays an important role in addressing these issues. We are a social marketing organisation, increasingly expert in consumer insight and behaviour change in what is a challenging and critical area of public health.

We are proud of our independence, both from government and industry; corporate donations are given only on an unrestricted basis and are voluntary, according to a Funding Model approved by government when the charity was established.

## Find out more

To read Drinkaware's annual reports and audits please visit: <https://www.drinkaware.co.uk/about-us/what-we-do>



# Role Profile

**Reports to** Chair of the Board of Trustees

**Key relationships** Chair, Trustees, Senior Executives; stakeholder community

**Role Purpose** Acting together, the Trustees govern Drinkaware, safeguarding its assets and applying them as efficiently and effectively as possible to further its objectives.

## Main responsibilities of the role

- To ensure that Drinkaware complies with its governing documents, company law, charity law and any other relevant legislation or regulations.
- To ensure that Drinkaware pursues its objects as defined in its governing documents and that its strategy remains relevant, up to date and achievable.
- To ensure Drinkaware uses its resources exclusively in pursuance of its objects.
- To contribute actively to the Board's role in giving strategic direction to the organisation, setting overall policy, defining goals and setting targets, and evaluating performance against agreed targets.
- To safeguard the good name and values of the organisation.
- To ensure the effective and efficient administration of the organisation.
- To ensure the financial stability of the organisation.
- To protect and manage the property of Drinkaware and to ensure the proper use or investment of the organisation's funds.
- To appoint the Chief Executive Officer and monitor their performance.





# Person Specification

## Knowledge and Experience

- Experience of at least one of the following is absolutely essential for these appointments:
  - a business analyst with a track record of conceptual, contemporary thinking – perhaps you work in a management consultancy environment, or in Tech
  - someone with a deep finance background gained in a commercial environment – perhaps you have worked for a FTSE 100 company, or in FMCG, and you are looking for the chance to make a different style of contribution.

## Skills and Abilities

- You will be personally influential, commanding the trust and respect of others.
- Able to help us reach, or tap into the thinking and attitudes of, new audiences and networks.
- Able to contribute effectively as a member of a small, expert Board and to be an effective team player.
- A strategic thinker who makes connections and has the confidence to speak openly.
- The Business Analyst role requires a 'linky-brained', conceptual and creative thinker who can inspire fresh thinking and ideas and encourage colleagues to explore our work from different perspectives.

## Personal Qualities and Attributes

- You will understand and accept the legal duties, responsibilities and liabilities of charity trusteeship.
- You will demonstrate sound and independent judgment and your style will be consultative, collegiate and supportive.
- You will be available to commit the necessary time and effort to fulfilling the role requirements.
- Your personal values will be aligned with and empathetic to those of Drinkaware.



# Terms of Appointment

## Length of appointment

Trustees serve for an initial term of three years, appointable for two further terms of three years.

## Time commitment

Up to 12 days per year.

## Forward meeting schedule

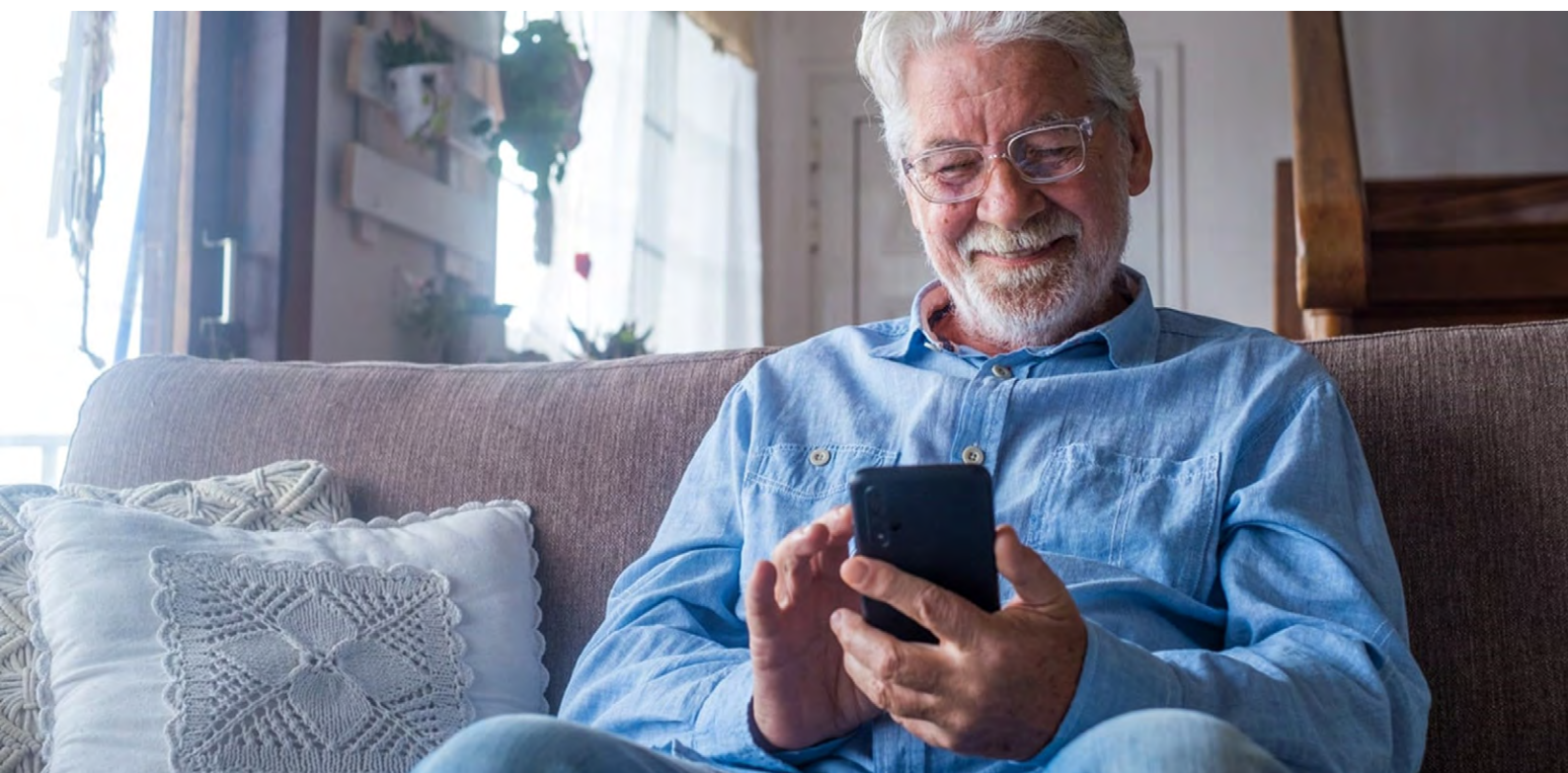
Date	Meeting Format	Time	Venue
Thursday, 19 January 2023	Board Meeting	3:00PM – 5:00PM	TBC
Wednesday, 22 March 2023	Board Meeting	3:00PM – 5:00PM	TBC
Thursday, 25 May 2023	Board Meeting	3:00PM – 5:00PM	TBC
Thursday, 20 July 2023	Board Meeting	3:00PM – 5:00PM	TBC
Wednesday, 20 September 2023	Board Meeting	3:00PM – 5:00PM	TBC
Thursday, 23 November 2023	Board Meeting	3:00PM – 5:00PM	TBC

## Remuneration

These are voluntary appointments with all reasonable expenses including travel reimbursed.

## Location

Meetings are hybrid with a mixture of virtual and face-to-face meetings, normally held at Drinkaware's London offices.





# How to apply

We hope you will consider making an application. To do so, please visit:

<https://starfishsearch.com/jobs/drinkaware-trustees/> and click on the apply now button, with the following prepared:

- your CV / resume or equivalent biographical details
- a short supporting statement (maximum two sides) that sets out why you are interested in joining Drinkaware as Trustee.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

<b>Search closes</b>	<b>Friday 21st October 2022</b>
<b>Structured discussions with candidates</b>	<b>w/c 7th November 2022</b>
<b>Informal conversations with the Chair</b>	<b>w/c 21st November 2022</b>
<b>Final formal interviews</b>	<b>w/c 28th November 2022</b>

