



# CANDIDATE PACK FOR CHAIR

TAYLOR BENNETT  
FOUNDATION



# WELCOME

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Thank you for your interest in the role of our Chair at an exciting time for the Foundation. Sarah Pinch has been an exceptional Chair for TBF and as she has come to the end of her term with us, we are now seeking a new Chair who can lead our Board and support our growth as we build our profile, presence and impact.

The Taylor Bennett Foundation (TBF) is an award-winning UK-based charity that welcomes diverse talent from Black, Asian, and ethnic minority backgrounds from ages 16- 24 to pursue a career in public relations and communications via six professional development programmes. Since we were founded 15 years ago, we have supported hundreds of young people and every single one of our graduates say they would recommend the programmes to a friend.

Everything we do is to increase ethnic diversity in our complex and enormously broad profession and earlier this year we appointed a new Chief Executive, Koray Camgoz who will lead our growth as we empower even more Black, Asian and minority ethnic talent across the country to pursue and thrive in communications.

Within our industry, TBF has established itself as a driving force in supporting young people in their career options. However, we need to build greater awareness with young people. As we consider our future strategy with Koray at the helm, we are focused on doing everything we can to broaden our reach to excite and inspire young people to consider a future in communications.

Our Board of Trustees is deeply committed TBF's mission and purpose and have guided us through myriad challenges in recent years. Now is a pivotal time for us; Koray's appointment brings a clear sense of future direction and the potential to build our partnerships both within industry and universities to deepen our impact. Our Chair will be central to this. We are looking to you to lead our Board, ensure our clear strategic focus and help to build connections where we need them most. You will be an experienced non-executive leader, with experience in charity governance, and evidence of having delivered a step change in reaching new audiences and communities. You will bring visionary leadership skills to our Board and executive team and the ability to build and leverage connections to enable more young people to see what a fascinating, fulfilling and rewarding career in communications can be.

We are open to where you have built your leadership career. However, it would be desirable that you have some understanding of our profession and its dynamics. Fundamentally, you will be able to give clear leadership to the Foundation and demonstrate a deep commitment to encouraging diverse talent to thrive.

If this excites you, we'd love to hear from you.



# ABOUT US

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The Taylor Bennett Foundation (TBF) is a pioneering and award-winning charity committed to addressing the underrepresentation of people from ethnically diverse backgrounds. We are a UK-based charity that encourages talent from ethnically diverse backgrounds to pursue a career in public relations and communications.

Established in 2008 by executive search firm Taylor Bennett, and founding partner Brunswick Group, the Foundation exists to increase greater ethnic diversity representation in the profession. Industry research has shown that only around 11% of people currently working in the profession are from an ethnically diverse background, demonstrating the need to have more diversity of people and ideas. ED&I has never been so important or so understood.

## OUR VISION

Leading the way in increasing ethnic representation within the PR and communications industry through award-winning professional development programmes that enable diverse talent to enter, thrive and shape the profession.

## OUR MISSION

Developing and diversifying training, mentoring, internship and leadership opportunities to support diverse young people. Furthermore, for our alumni and wider communications industry to take action in making sustainable changes to create a more ethnically diverse and inclusive profession.

## OUR SUCCESS

We are holding the UK communications industry to account as we work together collectively to increase and retain ethnic representation within the profession for the future of our industry and the society we serve.

The Taylor Bennett Foundation has supported over 850 young people over the last fifteen years. 100% of graduates say they would recommend the programmes to a friend and 97% of our alumni are in full-time employment, 66% work in public relations and communications, and 30% are in senior management and leadership positions.

We empower individuals from ethnically diverse backgrounds through market leading, innovative training programmes, mentorship, and industry connections. With the support of organisations from the FTSE 100, to communications agencies to tech leaders and beyond, the Foundation runs professional development programmes that equip participants with the knowledge, skillset, and network required to pursue a successful career in communications.

## PROGRAMMES

We're a proud partner through our game changing work. Our existing programmes are:

**An award-winning PR Training Programme** is a full-time training course in public relations and communications designed to equip participants with the relevant knowledge, insights and skills to work in the industry. There are several training programmes that run each year, each with a different partner. Our current programme partners are Brunswick Group, FGS Global, FTI Consulting and HSBC UK.

**Our Summer Stars internship** offers paid internships with PR agencies and in-house communications teams for school leavers (18+), students and graduates from a Black, Asian and minority ethnic background.

"Applying for the Summer Stars programme was the best decision I made. There is so much support, and the team will work endlessly in order to ensure you have an internship at the end of it. The experience provided me with so many hard skills and a glimpse into life with PR & communications that you can only gain from a physical internship. I cannot thank the TBF team enough for the impact that the Summer Stars programme made for my career development, and I will definitely be recommending it to friends/ family" – Summer Stars Intern

**The PR Mentoring programme** is a six-month programme for participants aged 18 and over who aspire to enter (or already work) the PR and communications industry. Practitioners, drawn from our alumni and TBF network, share their insights in the PR and communications industry, provide career development support for the job market and guidance and advice on how to progress in the profession.

Designed to inspire and engage young people (aged 16 and over), the Step into PR Programme is a five day virtual insight programme that explores a career in communications.

**Our Reverse Mentoring Programme**, in partnership with the Chartered Institute of Public Relations (CIPR), is a ten-month programme that provides non-diverse executive communications leaders to learn more about ethnic minority lived experiences, challenges and insight into moving the industry forward with an ethnically diverse senior mentor working within the industry.

## **PARTNERS**

The Foundation's work is only possible because of the support of numerous companies and individuals working in Communications. We are delighted to have the support of so many committed partners, organisations and individuals who invest their time, effort and money in helping us nurture the next generation of talented communicators from ethnic minority backgrounds.

We work with companies, communications and PR agencies, educational institutions, as well as a range of non-profit and youth engagement organisations. Current partners include Brunswick, FTI, FBS Global and HSBC. We have also been supported by Tulchan, Amazon, Meta, Greenhouse, the PHA Group, Ready10, FirstLight, stripe, Red consultancy, Lloyds Banking Group, Hackney Council, BT, and many more.



# OUR BOARD

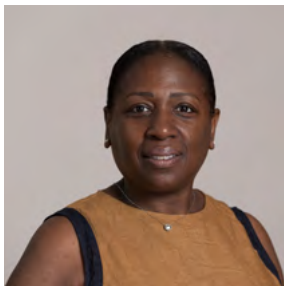
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We are seeking a visionary Chair to lead our Board of Trustees who are fundamental to supporting our charity with strategic guidance and deep commitment to our purpose. The biographies of our Board are below.



## **Kuldeep Mehmi – Interim Chair**

Kuldeep works at Savills as a PR Manager in the Public Relations team. His work is with commercial business's, developing PR strategies with a particular focus on UK investment, national office agency, hotel capital markets and licensed leisure. Kuldeep is a founding member of the Taylor Bennett Foundation Shadow Board. He joined the Foundation in May 2015 working with the Board to establish a framework for fundraising and relationship building. He is now vice-chair of the Board.



## **Marcia La-Rose – Treasurer and interim Deputy Chair**

Marcia is the Treasurer for the Taylor Bennett Foundation. She has an extensive background in finance and HR within the marketing and advertising industry and is the Group People and Diversity Director at Four Agency Worldwide. Her non-executive roles have also included Home Office Immigration Advisor, Chair of Ilford Sports Club and Trustee of Innovai Events CIC.

## **OTHER MEMBERS OF THE BOARD INCLUDE:**



## **Lena Ahad**

Lena has over 30 years' experience in strategic communications for global and FTSE 100 brands. She is the Managing Director and global corporate reputation specialist at FTI Consulting. She has been a Trustee of the Taylor Bennett Foundation since 2022 and is also an Executive Sponsor of the FTI's Race, Identity and Social Equality (RISE) Network.



## **Syma Cullasy-Aldridge**

Syma has been a Trustee of the Board since January 2021. She has an extensive campaigning background in the public sector and a deep understanding of the intricacies of Whitehall - particularly central government. She has worked alongside ministers, senior officials, and industry leaders to influence policy and drive change. Syma is currently the Director of Communications at the Department for Work and Pensions and was also Co-Chair of Change the Race Ratio, a coalition of business leaders committed to increasing racial and ethnic diversity in senior leadership.



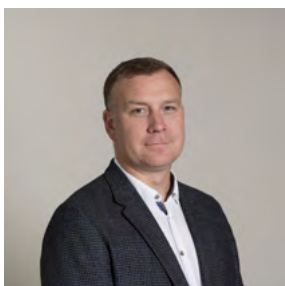
**Jo (Jennifer) Ogunleye**

Jo is an award-winning marketing and communications professional and an active advocate for better representation of diversity in the workplace. She joined the Taylor Bennett Foundation Board of Trustees in 2021. She is currently a B2B Communications Lead at Google and has also held non-executive voluntary positions at London Young Professional’s Network, PRCA and the UK Black Comms Network.



**Abbie Sampson**

Abbie is a strategic communications and public affairs expert with experience advising Prime Ministers, a UN Special Envoy, FTSE 100 CEOs and global organisations. She is currently a Director at Brunswick Group, one of the TBF founding partners. Her previous roles include Strategic Communications Advisor in 10 Downing Street, Head of News at Which?, and Director of External Affairs at Energy UK. She joined the Board in March 2024.



**Matthew Wall**

Matthew has been a Trustee of the Taylor Bennett Foundation since 2018. He was Managing Partner of the executive search firm Taylor Bennett and continues in this role as the founder of the newly formed Taylor Birchwood, following the business’s merger with Birchwood Knight. Taylor Birchwood work with CEOs to appoint leaders in corporate affairs, communications, and government and investor relations.



# CHAIR ROLE DESCRIPTION

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## ROLE PURPOSE

We are looking to appoint a Chair who will bring a commitment to the Taylor Bennett Foundation's mission and values and complement the range of skills and experiences of our Board. Our Chair will be an ambassador for the Foundation and, in partnership with our executive team, will champion the work of the Foundation.

You will provide inclusive leadership to our Board, ensuring that each Trustee fulfils their duties and ensure effective governance of the charity.

Our Chair will work closely with the CEO, providing both support and challenge to ensure the charity is running effectively and hold the management team to account for the delivery of our mission.

The Foundation's Board is ultimately responsible for all that the Foundation does. For the Foundation to discharge its responsibilities appropriately and effectively, day-to-day and operational management is led by the Chief Executive.

## MAIN RESPONSIBILITIES:

### Strategic leadership and Board governance

- Provide leadership to the Board ensuring that it works as an effective team by maximising the contribution of each Trustee, utilizing their experience and networks.
- Facilitate the Board to support the active delivery of the Foundation's strategy in close collaboration with the Chief Executive.
- Ensure Trustees are fully engaged, meet regularly, and that decisions are taken in the best interests of the Foundation.
- Support and manage the Chief Executive, including agreeing objectives and undertaking an annual appraisal; and ensuring that the Board and its members fulfill their responsibility for the proper governance of the Foundation.

### Decision-making, risk, and control

- Support the Foundation in securing the resources it needs to effectively and efficiently discharge its functions and duties.
- Lead the Board to fulfil its duties in guarding the financial health of the organisation, with systems in place for financial accountability.
- Ensure that decision-making processes are informed, rigorous, and timely and that effective delegation, controls, and management systems are in place and monitored.
- Ensure that the Board regularly reviews major risks and opportunities, and takes appropriate action.

### External and ambassadorial

- Maintaining and developing strong relationships with delivery partners, industry bodies and key influencers.
- Act as an ambassador for the Foundation, where appropriate supporting growth in our impact and influence in the sectors in which we operate.

### Equality, diversity, and inclusion

- Take an equitable approach when managing Board affairs to ensure the Board is inclusive and able to meet the needs of individual Trustees.
- Recognise and address any imbalances in perspectives, attitudes and behaviour of Trustees and lead the Board to benefit from its diversity, inclusive practices and good culture.

# PERSON SPECIFICATION

## KNOWLEDGE AND EXPERIENCE

- Experience of chairing leadership groups at Board level.
- A compelling personal track record of strategic leadership. This would ideally include evidence of having made a significant non-executive Board contribution elsewhere.
- A thorough understanding of charity governance and leadership, and an appreciation of the legal duties, responsibilities, and liabilities of trusteeship.
- Insight into not-for-profit dynamics, gained in either exec or non-exec roles.
- Knowledge of the communications industry or of an adjacent profession, such as marketing or advertising.
- Commitment to DEI issues and demonstrable experience in this area.

## SKILLS AND ABILITIES

- Outstanding strategic leadership, communication, and interpersonal skills.
- Ability to lead and develop a diverse, high performing team of trustees.
- Ability to think strategically and work collaboratively to deliver.
- Strong networking skills and ability to make connections.
- Ability to analyse information and, where necessary, challenge constructively.

## LEADERSHIP STYLE AND PERSONAL ATTRIBUTES

- Diplomatic style that builds relationships and alliances quickly.
- High personal credibility that builds trust and confidence.
- Comfortable in an ambassadorial role.
- Strong commitment to equity, diversity and inclusion and is willing to recognise and challenge discrimination and bias in its many forms.
- An active listener who engages effectively and has capacity for self-reflection.
- Highest integrity: independent, impartial, fair and respects confidences.





# TERMS OF APPOINTMENT

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## LENGTH OF APPOINTMENT

The Chair will serve a three-year term and is eligible for re-appointment for a second term of three years. The role requires up to two days per month, very occasionally this may be slightly more.

## REMUNERATION

This appointment is offered on a voluntary basis with all reasonable expenses incurred as part of the role reimbursed in full.

## LOCATION

The Foundation is based at Rotary St, London SE1 6LF. Board meetings are currently held in-person in central London, hosted by our Trustees.

# HOW TO APPLY

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To make an application, please go to <http://starfishsearch.com/jobs/tbf-chair> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A covering letter which sets out your motivation for the role and describes the specific experience you can bring to the appointment

We would also be grateful if you would 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.

## RECRUITMENT TIMETABLE

Closing date:	Friday 28th February 2025
Informal Conversations with Starfish Search:	w/c 10th March 2025 and 17th March 2025
Final Panel Conversations:	w/c 31st March 2025

