

Digital and Communications Trustee

Context and purpose

RCVS Knowledge's mission is to advance the quality of veterinary care for the benefit of animals, the public, and society.

We provide free tools, resources and education to support thousands of veterinary professionals to deliver high-quality evidence-based medicine to millions of animals. We provide access to veterinary research, quality improvement resources and historical collections. We are the charity partner of the Royal College of Veterinary Surgeons (RCVS).

Role Summary

- To support the development and implementation of an integrated strategic digital and communications plan to advance brand identity of the organisation
- To broaden awareness of the charity's values and priorities, and increase its visibility and accessibility across a wider veterinary audience

Role description

- Provide thought leadership on the role of digital and communications in the activities of RCVS Knowledge and help build and implement this vision.
- Highlight the opportunities and the risks of digital and communications, in terms of our strategy in general.
- Translate the risks and opportunities of digital and communications for other trustees, to enable the board as a whole to engage in an informed way.
- Take the lead in evaluating proposals for investment and development in digital and communications for the board
- Champion the use of data in board discussions, and in driving the delivery and improvement of marketing and communications.
- Draw on your networks to support our work.
- Help ensure that the executive / operations teams have the digital capabilities that they need to implement the strategy.

Person specification

- A successful background in all or some of these areas: Digital, Communications, Marketing, Digital Media, Innovation, IT, Advertising, Governance
- Demonstrable experience in understanding and championing the importance of digital innovation and expansion within a charitable organisation
- Experience of working at a leadership level.
- Demonstrable and practical experience of delivering transformational change to business technologies and processes, to deliver cost savings and service improvements for customers.
- Experience of current agile project management practices, open source, cloud platforms and digital services.
- Ability to work as part of a team and willingness to take collective responsibility for the governance of our charity.
- Ability to work at a strategic and visionary level whilst understanding the detail and complexities of delivery, and the influencing skills needed to bring staff and stakeholders along with plans.
- Strong communicator.
- Ability to analyse risks and opportunities, and take a balanced approach to both.
- Extensive networks and a willingness to draw on contacts as appropriate.
- Long term commitment to RCVS Knowledge

Time Commitment

Three board meetings per annum and preparation time.

Additional time may be required for other volunteer roles taken on during term of Board service.

Evaluation

Self and by the Board, annually.