





Too many people spend their last days alone, with no friends or family at their side.

We believe everyone should receive the compassion and companionship they wish for when facing the end of their life.

THE NEED

Annual deaths in the UK: Approaching 700,000.

NHS vacancies are at an all-time high. Staff are overstretched, and increasing demand on services frequently results in inadequate care for patients in the last days of their life, and poor support for their family members.



ABOUT US



Anne Robson died just hours after being discharged from a week's stay in hospital which she spent alone, unable to see her family.

Her daughter Liz Pryor began working with the NHS to improve provision for patients at the end of life. She soon discovered that a small team of volunteer visitors could make a big difference to patients and their families.

In 2018 Liz set up The Anne Robson Trust to provide emotional support for people nearing the end of their life, and those caring for them.

"Thanks for being there for my grandpa as he passed away. It means the world to me that he had the comfort of someone by his side." - Izzy

**IN
2023**



Given **5,067 hours** of kindness,
listening, reading and hand-holding



Enabled support for **7,299 people**

VOLUNTEER TEAMS

We work with NHS hospitals to set up teams of volunteers to provide companionship to patients dying in hospital. The volunteers sit with patients, hold their hand, or read to them in the final days of their life.

We have helped 13 NHS hospitals to set up a visiting team, where **volunteers have made 13,600+ visits to dying patients & their visitors.** More and more hospitals are asking for our help to set up a visiting team.



"I cannot thank you enough for your visits. I am so pleased my wife has more than just me with her for only a short time each day. I know it will happen sometime soon. Keep up the excellent work."

– Peter, whose wife Christine received visits from volunteers in her last days.

PHONE SUPPORT



We run a phone support service for people with a terminal diagnosis themselves, or who support a friend or family member who is dying. Our specially trained team provide listening, comfort, emotional support and signposting.

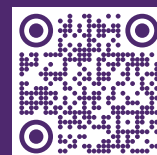
"I am so glad I called. An incredibly empathic person spoke with such kindness and helped me to reach a place of calm when talking about my dying father. I cannot thank the Anne Robson Trust enough for their support at a difficult time."

A hand to hold. A listening ear. The presence of another person - These simple things become invaluable in the final days and hours of life.

Please help us provide companionship to more people in their final days, and support those close to them as they prepare to lose someone they love.

annerobsontrust.org.uk
info@annerobsontrust.org.uk

[CONTACT US](#)



Find us on social media



Call our support line on
0808 8010688

TRUSTEE (MARKETING)



Role title: Trustee **Hours:** Ad hoc **Pay:** This is an unpaid, voluntary role. Reasonable expenses will be covered **Location:** Mainly remote with some in person meetings and events **Travel requirement:** Some may be required **Contract type:** Voluntary **Accountable to:** Chair of Trustees & Board **DBS:** Not required **Pension:** No **Start date:** ASAP 2024

WHO ARE WE?



At the Anne Robson Trust we believe that 'no one deserves to die alone'. We believe everyone should have the support to prepare for the end of life, and the comfort and companionship of another human being as they die.

We work to support people facing the end of life, whether their own or that of someone dear.



General role of Trustees

Ensure that it operates in a manner that:

- Enables the charity to fulfil the objectives set out in the governing document; uses its assets and resources exclusively for charitable purposes in line with the governing document; ensures strong financial stability.
- Pays due attention to charitable law.
- Upholds the charity's philosophy and values.
- Retains the charity's reputation for excellence.
- Trustees are appointed for a fixed term and must work together at all times and act in the best interests of the charity. Trustees must not pursue personal or sectional interests at the expense of the charity and must declare any conflict of interest.
- Be an advocate for the charity.

TRUSTEE (MARKETING)



Overview of Marketing Trustee Role

The Anne Robson Trust is looking for a talented, experienced and enthusiastic marketing and communications professional to join our Board to guide and advise the charity in developing and implementing a realistic and exciting marketing and communications strategy.

The role involves using professional experience and expertise to develop a marketing and communications strategy, providing expert guidance on the marketing and communications sector. The individual will assist the board in understanding the internal organisational environment required for marketing and communications to be optimised.

Responsibilities for the Marketing Trustee

- Oversee marketing and communications and ensure it is carried out in legal, honest and accountable ways.
- Critically review our current marketing and communications strategy and work with senior staff and the Digital Marketing Manager to support the creation and implementation of an updated strategy aligned with our wider strategic goals.
- Contribute knowledge of marketing tools, techniques and strategies.
- Encourage a cost-effective approach to our marketing and communications, ensuring that resources are best directed to help us meeting our objectives.
- Attend major fundraising events and/or contribute to the success of fundraising & marketing/communication committees.
- Oversee marketing and communications risk assessments, especially when considering new or ambitious marketing initiatives.

Details

- Duties: In addition to the specific responsibilities stated, you will assume all the usual duties of a trustee (as above).
- Remuneration: Trustees are volunteers. The role is not accompanied by any payment, however reasonable expenses may be claimed.
- Time commitment: 2 year minimum term. Review after 1 year. Estimated 1 day per month or as agreed, including attending three board meetings per year, two virtually, and one in person. You may also be a sub-committee chair/member and attend specific meetings.

TRUSTEE (MARKETING)



Why be a Trustee

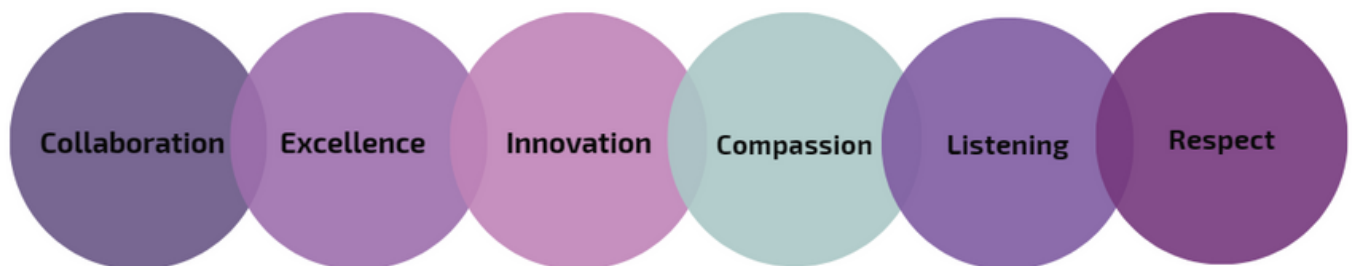
As a small charity The Anne Robson Trust recognises the great work, time and commitment of our board members. This position is an opportunity to:

- Give back to a charity that is dedicated to creating positive social impact.
- Enhance your CV and open doors to new career paths.
- Make a difference to those in need.
- Learn about the management, governance and strategy side of charities.
- Utilise your experience and skills within the voluntary sector.
- Work with an interesting team (board and staff).

Everyone's welcome

We celebrate different ideas, perspectives, and backgrounds here at the Anne Robson Trust. As an equal opportunities' employer, we believe in the power of an inclusive and representative team. We welcome applications regardless of race, religion or belief, sex, gender identity, sexual orientation, age, political affiliation, family, or parental status.

Core Values



To apply, send us your CV, and a short introductory email to info@annerobsontrust.org.uk letting us know why you feel you would be suited to the role and what it is about the Charity that interests you.

Please note we are conducting interviews on an on-going basis as we receive applications from suitable candidates.

ESSENTIAL AND DESIRABLE CRITERIA



EXPERIENCE, SKILLS & ABILITIES	ESSENTIAL	DESIRABLE
At least 2 years professional experience in a marketing and/or communications role.	✓	
An understanding of the UK charity sector, good charity governance, relevant legislations and statutory requirements.	✓	
An understanding of the challenges facing small UK charities in the post-pandemic climate.	✓	
Excellent stakeholder engagement and influencing skills.	✓	
Knowledge of digital and social media.	✓	
An understanding of the voluntary sector and/or previous experience as a Trustee.		✓
Knowledge of working directly, or in partnership with the NHS.		✓

