



Trustee — Communications, Volunteer Engagement & Stakeholder Connection

Community Voice | People Connection | Cause Champion

Organisation	It's in the Bag
Role type	Voluntary trustee
Location	South West — meetings held in Bristol/hybrid
Time commitment	Approx. 3–5 hours per month (including board meetings)
Term	Three years (renewable)
Responsible to	Chair and Board of Trustees

ABOUT IT'S IN THE BAG

It's in the Bag is a South West-based charity dedicated to supporting men with testicular cancer and raising awareness of the disease. Founded in 2009, we provide practical support to those affected, run awareness campaigns across the region, including in schools and sports clubs, and advocate for men's health.

We're a small but passionate organisation with a distinctive, irreverent identity. We take our cause seriously without taking ourselves too seriously. Our volunteers and trustees are the heartbeat of everything we do.

We're looking for people who genuinely get what we're about, not CV trustees, but people who want to make a real difference.

THE ROLE

This trustee role is about people. It is about making sure the voices of our volunteers and supporters are heard at board level, that the charity communicates openly and honestly with its community, and that the connection between the board and the people who give their time to It's in the Bag is strong, genuine and two-way.

For a charity like It's in the Bag, the relationship between the board and its wider community is everything. Keeping that relationship strong, open and genuinely two-way is not an operational task — it is a governance priority. This trustee will help ensure that the board stays connected to the people it exists to serve, that it communicates with clarity and honesty, and that the community's voice is present in the room when decisions are being made.

This is not a role for a marketing director. It is a role for someone who understands people, who knows what it means to care about a cause from the inside, and who can help the board see itself through the eyes of the people it exists to serve.

KEY RESPONSIBILITIES

- Ensuring the charity carries out its purposes for the public benefit
- Complying with the charity's governing document and the law
- Acting in the charity's best interests at all times
- Managing the charity's resources responsibly

- Acting with reasonable care and skill, seeking advice where needed
- Ensuring the charity is accountable and transparent
- Attending and preparing for board meetings (approximately four per year)
- Getting involved in the life of the charity, attending events and engaging with volunteers where possible
- Bringing your skills, networks and experience to bear in support of the charity's mission
- Championing the voice of volunteers and supporters at board level, ensuring their perspectives shape decisions
- Advising the board on how to communicate more openly and effectively with the charity's community, including volunteers, donors and the public
- Helping the board understand and respond to the engagement and communications concerns raised by volunteers
- Contributing to the charity's thinking on how it reaches new audiences, particularly younger men and those in communities not yet well served
- Supporting the development of the charity's approach to social media and digital communications from a strategic perspective
- Acting as a connector, using personal networks and community relationships to strengthen the charity's reach and relationships

WHO WE'RE LOOKING FOR

We want to be honest about what matters most for this role. Skills and experience are important, but they come second to something harder to define: genuine connection. We want someone who feels the importance of what It's in the Bag does, who understands the people the charity serves, and who will bring that understanding into every board conversation.

Lived Experience and Community Connection (our strongest priority for this role)

We are particularly keen to hear from people who:

- Have personal experience of testicular cancer, whether as a patient, a partner, a family member or a close friend
- Are part of communities the charity is trying to reach, including younger men, people from rural communities across the South West, or those who feel health services and charities do not always speak to them
- Have supported others through cancer or serious illness and carry that experience into how they think about what good support looks like
- Are passionate advocates for men's health and feel strongly about breaking down the barriers that stop men seeking help

Communications and People Skills

You don't need a professional communications background, though that is welcome. What we are looking for is:

- Strong interpersonal skills and the ability to connect with people from a wide range of backgrounds
- An instinct for how communities communicate and what builds trust between people and organisations
- The ability to represent the views of others clearly and constructively in a board setting
- An understanding of how social media and digital communication shape how charities are perceived and how they reach people
- Experience of engaging, motivating or bringing together a community, whether formally or informally

Values and Approach

- Commitment to the charity's mission and a genuine desire to see it succeed
- Warmth, openness and the ability to make people feel heard



- Willingness to be actively involved in the life of the charity, not just its governance
- Confidence to speak up and represent a perspective that may not always be the loudest voice in the room
- A collaborative spirit and the ability to work constructively with fellow trustees

Desirable (but not essential)

- Professional background in communications, marketing, PR, stakeholder engagement or a related field
- Experience of charity or community organisation governance
- Networks in the South West, particularly in communities the charity is trying to reach better
- Previous trustee or non-executive experience

A note on this role

We know that this role description is a little different from a typical trustee profile. That is intentional. It's in the Bag is a charity built on human connection, and we want its board to reflect that. If you have read this and thought 'that sounds like me', we would love to hear from you. Please don't be put off by the word 'trustee' or worry that you don't fit the mould. The mould is yours to shape.

TIME COMMITMENT AND PRACTICALITIES

Trustees serve a three-year term, renewable by mutual agreement.

We have monthly virtual board meetings and aim for two face-to-face a year.

Travel and out-of-pocket expenses are reimbursed.

This is a voluntary role. We ask for a genuine commitment to the charity's mission and a willingness to be involved beyond formal meetings, including attending events where possible.