



# Patient Information Forum



**Treasurer/Finance Trustee  
Candidate Information Pack  
Jan 2026**

**“Could you be part of our future,  
ensuring everyone has the right  
information and support to make  
informed decisions about their  
health, wellbeing and care?”**

## Welcome

Thank you for your interest in the Patient Information Forum. You meet us at an exciting time.

In the last 5 years PIF has grown rapidly, our membership has quadrupled from around 500 people to more than 2000 and our partner network has expanded. We are seeking a Treasurer to join our Board and support the next stage of our development.

Much of our growth has been driven by the PIF TICK, our quality mark for health information, launched in 2020 as the UK entered its first lockdown. Now more than 150 organisations are certified as Trust Information Creators, and we have ambitious plans for growth both in the UK and overseas.

This ambition is driven by purpose and underpinned by our vision to ensure the public has access to credible and accessible health information so they can make informed decisions about their health and care.

This need has always existed, but the rise of health misinformation and AI generated content makes this an even greater priority.

In the last 18 months, the number of people exposed to health misinformation has increased from 1 in 10 to 4 in 10. Those already experiencing health inequality are disproportionately affected, and the impact of health outcomes is real.

Our ambitions for the next 5 years are set out in our strategy. We want to

- Increase the number of PIF TICK certified organisations and raise public awareness of the PIF TICK
- Provide guidance, training and support to help information producers meet our standards for accessible and credible content.
- Ensure signposting to credible health information is embedded in NHS care pathways.
- Demonstrate the impact of high quality health information on health outcomes, particularly in relation to health inequality.

A critical success factor to achieving our ambitions is the sustainable development of PIF and the PIF TICK as we continue to experience rapid growth.

A new treasurer is fundamental to achieving this, and we look forward to receiving your application.

***Sue Farrington***

Chair, Patient Information Forum

# About us

## Who we are

---

[The Patient Information Forum](#) (PIF) is the membership body for people working in health information and support. We are the independent voice of UK health information. PIF runs the only quality mark for print and digital health information – the PIF TICK.

PIF has promoted access to trusted health information for patients, carers, the public and healthcare professionals for more than 25 years. Extending our influence and impact is only possible with the support of our members and the partnerships we build with like-minded organisations.

We are governed by a board of trustees and guided by an Advisory Group of members and people with lived experience of health conditions.

## What we do

---

PIF promotes access to trusted health information for patients, carers, the public and healthcare professionals.

We set standards for health information via the [PIF TICK certification scheme](#). We advocate for a public right to inclusive and accessible health and support information. We campaign for the production of accessible health resources to help tackle health inequality. We urge NHS organisations to integrate high quality health information on care pathways.

We are actively working to fight misinformation. A dedicated [PIF TICK website](#) and [directory](#) promote the PIF TICK and trusted information producers to healthcare professionals and the public. Certified producers display the PIF TICK on their information. PIF TICK has been endorsed by national and international bodies.

Public recognition of the PIF TICK is growing. In 2024, research by IPSOS found 1 in 10 young people were aware of the PIF TICK. In 2025, 2 in 10 people said they actively seek verification signals, like the PIF TICK, on health information.

The need for these resources is clear. Two in three people say that independent verification of health information is necessary to help distinguish credible sources from misinformation.

In 2025, we worked with our members to highlight inaccuracies in AI-generated health content and successfully lobbied Google to revise the search criteria used for AI Overviews. We supported an [investigation published by The Guardian](#) into this issue.

The latest data suggests that exposure to health misinformation is increasing. In 2024, prior to the launch of AI Overviews, one in ten people reported being exposed to health misinformation. By November 2025, that figure had risen to four in ten. Across both data sets, people from ethnic minority backgrounds were disproportionately affected.



## Our vision, mission & values

### Vision

---

Everyone has access to personalised health information and support to enable them to make informed decisions about their health, wellbeing and care.

### Charitable objects

---

Our charitable objects align to our vision. They focus our activity on public benefit via supportive member services. Our objects are to advance health by:

- setting high standards for health information for the public and patients to use;
- providing guidance, training and support to health professionals and others producing high quality health information; and
- promoting awareness of high standards for health information among patients and the public.

## Our commitment to diversity

In 2025 we continued to support our strategic aim on inclusion through the application of the PIF TICK criteria to health information and via specific projects. Early in the year PIF was commissioned by the NHS England to upgrade the public facing PIF TICK website. We ran a series of co-production workshops with public libraries to make sure the website was fully accessible and met the needs of the vulnerable people who seek information and support in libraries.

The refreshed website was launched in September 2025, complete with collections of PIF TICK certified resources designed to meet the needs of people seeking information on women's health, men's health and health and wellbeing. At the end of 2025 we were commissioned by NHS England to produce information collections on the 5 key areas of health inequalities and to produce translated versions of our information sheets in misinformation.

In June 2025, we ran our second Health Inequalities Week. Events covered the role of information in tackling inequalities in health protection, recognising the side effects of radiotherapy on non-white skin and engaging communities in diabetes care.

In October, Health Literacy month, we launched our periodic survey on the action to promote health and digital literacy by information producers.

In December, we launched public facing social media channels to promote the PIF TICK to the public at an event to share the latest data on the inequities in impact of health misinformation.

## Our strategic aims

2025-2030

Quality	Progress in 2025
PIF raises standards in quality health information and certifies trusted health information producers.	The PIF TICK criteria are seen as the definitive standards for trusted health information in an evolving technological landscape.
Integration	Progress in 2025
PIF campaigns for quality health information and support to be an integral part of the patient journey.	Knowledge is Power demonstrates the need for health information to be integrated into the patient journey and makes concrete recommendations for change.
Inclusion	Progress in 2025
PIF advocates for health information to be available to all, meeting health and digital literacy, accessibility and cultural needs.	PIF's guidance and project work continues to raise awareness of how health information can help tackle health inequalities.
Expertise	Progress in 2025
PIF enhances the expertise of people working in the field of health information.	Members are actively engaged in PIF's expertise activities. CPD accredited training, a hot topic webinar series and professional guidance support the achievement of the PIF TICK criteria.
Impact	Progress in 2025
PIF builds the evidence base for the impact of health information.	PIF publishes qualitative research on the impact of health information and issues guidance in evaluating impact.
Infrastructure	Progress in 2025
PIF strives to develop and maintain a sustainable, expanding and financially secure organisation.	PIF begins operating as a charitable incorporated organisation (CIO).

# Recruiting for a Treasurer

PIF is governed by a board of Trustees and guided by an Advisory Group of senior information professionals drawn from our membership.

The Board is responsible for our strategic direction and governance, ensuring we achieve our charitable objects and are well run. We are currently looking for an experienced finance professional to join our Board as Treasurer. The Treasurer/Finance Trustee plays a key role in overseeing the charity's financial health and ensuring the Board can make informed, responsible decisions.

The Treasurer's role is to provide financial leadership and oversight for the charity. This includes reviewing, approving, and presenting budgets, accounts, and financial statements, as well as preparing and delivering clear financial reports to the Board. The Treasurer also ensures that effective accounting procedures and controls are in place, and works closely with the Director, fellow trustees, and the senior team to support sound financial management and decision-making.

**The role can fit around existing commitments, both professional and personal, and our trustees are professionals from a range of sectors. Previous trustee experience isn't required, and you will be supported into the role through an onboarding and induction process.**

Applications are invited from individuals with high levels of integrity and an eye for detail, who are able to think strategically, to read, understand and interpret complex information, and to work collaboratively and inclusively. Ultimately, trustees make decisions on critical issues, including finances, staffing, service priorities, policies, new projects and contracts, managing serious issues, and the future of the organisation. Therefore, you will need the confidence to make judgments and articulate your views.

# Being a trustee – what's involved

A helpful summary of trustee roles and responsibilities can be found in the Charity Commission guidance for new Trustees: [The Essential Trustee: what you need to know, what you need to do \(CC3\)](#)

## What you'll gain from this role

---

Becoming a trustee is an interesting and compelling way to engage with the charity sector. It is a role that will give back as much as you put in, and often more. One of the primary takeaways from the [Charity Commission's 2025 research into trusteeship](#) is the extent to which trustees benefit from their experience. Although trusteeship is a significant voluntary undertaking, the majority would recommend it to others. Many trustees reported experiencing multiple and profound benefits, from feeling they are positively impacting the world to feeling more connected to a community or movement, highlighting the rewards of responsibility. Overall, just 1% of the trustee population surveyed would not recommend the role to others.

### **Strategic experience**

Strategic experience can be hard to come by. It can often take decades to find yourself in a role which requires strategic oversight. A charity Board role is a fantastic way of getting a head start on this, allowing you to develop and hone your critical thinking, problem-solving and analytical skills. The strategic experience which can be gained through a trustee role can have a powerful impact on your career, opening doors to new responsibilities and more senior job prospects.

Equally, for those who have already had some strategic responsibilities, a Board role provides an opportunity to use those skills in a significantly different context.

### **Continued personal development**

Through a trustee role, you can gain a clearer idea of your professional strengths and weaknesses whilst simultaneously learning new skills. Understanding how to adapt your professional knowledge to useful and impactful ends is a good reminder of your versatility, giving you confidence in your existing abilities while challenging you to push the boundaries of your expertise.

## Teamworking

As a Trustee at Patient Information Forum, you are part of a team and will have the opportunity to apply your unique skills and experience while also learning from others. Working in a team with a passionate team of individuals who bring diverse perspectives is often one of the most enjoyable aspects of the role. The ability to collaborate effectively with others and to challenge constructively the ideas of fellow trustees as well as those of the leadership team is essential to ensuring the Board's strategic decisions are fully informed, reasonable and effective.



# Treasurer job description

<b>Location</b>	Online/ Central London
<b>Time Commitment</b>	<p>The overall time commitment is approx. 2-3 days a quarter (see additional information below).</p> <p>Trustees undertake an initial 3-year term and can be re-appointed for up to two additional terms of 3 years.</p>
<b>Salary</b>	This is a voluntary role. Reasonable expenses can be claimed.

## General responsibilities for all trustees

- Ensure PIF is carrying out its purposes for the public benefit.
- Ensure compliance with PIF's governing document, charity law, company law, and any other relevant legislation or regulations.
- Monitor PIF's overall strategic direction, ensuring that its work plan and budget remain fit for purpose and in line with its objects.
- Safeguard the on-going financial viability and long-term sustainability of the organisation.
- Support and advise the work of the Executive Team.

## Specific responsibilities – Treasurer

- Guide and advise the Board on the approval of budgets, annual accounts and financial statements, within the relevant financial framework and current legislation.
- Support other board members to exercise top-quality financial governance, and review and develop board financial reporting practices.
- Keep the Board informed of its statutory financial duties and responsibilities.
- Monitor and assess whether the charity's financial resources are sufficient to meet its present and future needs.
- Oversee the preparation and drawing up of the Annual Statutory Accounts, and their presentation to the Board.

## Who we're looking for

- An accountancy qualification or equivalent knowledge gained by experience.
- An understanding of the accounting requirements of the Companies Acts, Charities Act, and Charity SORP.
- An understanding and acceptance of the legal duties, responsibilities, and liabilities of Trustees.
- Able to operate at a strategic level, bringing insight and interrogation to the development of organisational strategy.
- Ability to make balanced and informed decisions, thinking about the short term as well as the long term.
- Good communication and interpersonal skills.
- Willingness to listen, contribute, and collaborate as part of a team
- Cares passionately about PIF and health information.
- Champions equity, diversity and inclusion and encourages others to do the same.
- Committed to PIF's, vision and goals. Honesty, integrity, and a commitment to transparency.

### Time commitment – additional information

---

The Treasurer's time commitment is estimated at around 2-3 days per month, including preparation for and attendance at Board and finance-related meetings. Additional time may be required during key periods, such as when finance systems are being established and staff recruitment is underway. The Treasurer will also be expected to review the monthly management accounts and activity report.

#### Trustee meetings

The Board meets quarterly, typically online. When meetings are held in person they are held in central London.

# Ready to apply?

[Eastside People](#) is supporting Patient Information Forum in the recruitment for this role.

Please [click here](#) to apply by submitting your CV and a cover letter **both in Word doc format.**

Please use the cover letter (max 2 pages) as an opportunity to add to the information you have shared in your CV and ensure that you cover the following:

- Why are you interested in a Treasurer role at the Patient Information Forum?
- Having read the information pack, what relevant experience and skills do you feel you would bring to this role? This might come from paid work, study, community or voluntary work or other experience.

You are welcome to send your cover letter in writing, or as a video or audio clip, alongside your CV. Any video or audio submissions should be emailed to

[bernice@eastsidepeople.org](mailto:bernice@eastsidepeople.org).

If you would like a call to discuss the role in more detail, please email Bernice to arrange a convenient time at [bernice@eastsidepeople.org](mailto:bernice@eastsidepeople.org). Having a call of this kind will not influence the success or otherwise of your application.

We want you to have every opportunity to demonstrate your skills, ability and potential. If you have a disability or require reasonable adjustments during the application or interview process, please contact us so we can support you appropriately.

**The closing date for applications is Friday 20 Feb.** Longlisting interviews with Eastside People will take place shortly after and shortlisted candidates will have an interview with PIF during the week beginning 9 March.

PIF is an equal opportunities organisation. We actively welcome applications from individuals of all backgrounds, cultures, beliefs, and lived experiences. We strive to reflect the diversity of the population and are committed to equity and inclusion at every level of our governance.

## Finally

We understand AI can be a helpful tool, but please use it with caution and ensure your application is personalised and accurate.

If you know anyone else who might be interested, please do share this information pack with them.



Patient  
Information  
Forum



# Eastside People

**Eastside People**  
Canopi  
82 Tanner Street  
London  
SE1 3GN

0203 821 6174  
[eastsidepeople.org](http://eastsidepeople.org)

**Eastside People is the trading name for Eastside Consulting Ltd. Company number: 4958922.**