



Trustee (Marketing, Communications and Campaigns)

Information Pack

May 2026



Eastside
People

Lymphoma
action 

Welcome

Thank you for your interest in becoming a Trustee of Lymphoma Action.

The Charity is at an exciting stage of its development. The generosity of our community has given us a strong financial base which has enabled us to develop new services and grow as an organisation. Together with our staff and volunteers, passionate, committed and talented Trustees are essential to the success of the Charity.

At the heart of our development is an even stronger engagement with the people we support, so that we better understand their needs and do all that we can to ensure they receive the best support, treatment and care.

We are seeking to recruit a Trustee with Marketing, Communications and Campaigns expertise to bring insight into how marketing and campaigns can drive reach, growth and long-term sustainability. We would value the expertise on the Board of someone who has led bold campaigns or overseen their development.

Applications are welcomed from those who display vision and enthusiasm, have excellent communication and interpersonal skills, have the ability to analyse information and demonstrate a commitment to Lymphoma Action's values.

We recognise how important it is to have diversity of thinking on our Board and to represent more of the communities we serve. We therefore welcome applicants from all walks of life.

We hope you will be interested and look forward to hearing from you.

Mark Harrison
Chair



About us

“ I explain my relationship with Lymphoma Action as that of a trusted friend – someone who I can rely on to be open and honest with me about my condition and to support me in any way they can.

What is lymphoma?

Lymphoma is a cancer of the lymphatic system, which is part of the immune system. It is also classed as a blood cancer with over 18,000 people diagnosed in the UK every year, including diagnoses of chronic lymphocytic leukaemia (CLL), which is a form of lymphoma, despite its name.

While the majority of people diagnosed with lymphoma will be over the age of 55, lymphoma is also the most prevalent cancer among teenagers and young adults aged under 30. Approximately 125,000 people are living with lymphoma and CLL in the UK.

Our services and activities can be broadly grouped as follows:

- **Information and publishing** – high-quality information leaflets and publications (including *Lymphoma Matters* magazine), available in print and digital formats and supplemented by a programme of webinars, podcasts and videos.
- **Lymphoma TrialsLink** – an online clinical trials database and information service.
- **Helpline** – open five days a week and providing much-needed emotional support. We receive almost 1,200 enquiries a year via telephone, email and live chat service on our website.
- **Peer support** – we operate a network of support meetings supplemented by topic specific meetings and meetings for specific groups such as for young people. We also run a closed Facebook group with over 6,000 members.
- **Buddy Service** – we have a team of trained Buddies whom we link with people who need additional support or who want to speak with someone who has shared similar experiences.
- **Live your Life** – our award-winning survivorship and education programme, which is run in both digital and in-person formats.

- **Preparing for Treatment Service** – information and support to help individuals with lymphoma prepare for, and cope with, the impact of treatment.
- **Events** – a mixture of national and regional, in-person and digital events.
- **Healthcare education and training** – we run online training events and conferences for, and provide information to, healthcare practitioners working in the field of lymphoma. This includes GPs, nurses, specialist trainees and consultants.
- **Website – lymphoma-action.org.uk** offering a range of information and support to circa 1.2 million web site users a year.

Financially, we are dependent on the generosity of our lymphoma community, with our funding coming from a diverse set of income streams including individual giving, challenge events, community and legacies. In 2024 we raised over £2.6m, in 2025 over £2.8m and we are in a strong position with reserves that have enabled us to invest and do more for people affected by lymphoma.

To find out more about our work, and to view our Annual Reports and Accounts and our Impact Reports, please see: lymphoma-action.org.uk/about-us



Our vision, mission, goals and values

Vision statement

Everyone affected by lymphoma will receive the best possible support, treatment and care.

Mission statement

Through information, education, support and influence, we will make sure no-one has to face their lymphoma alone.

Our goals



1. People **understand lymphoma** and are able to better manage their health.



2. People affected by lymphoma experience **improved wellbeing** and emotional resilience.



3. People affected by lymphoma experience a strong **sense of community** and belonging.



4. People affected by lymphoma know who we are and contribute to our **collective voice**.



Enablers: *Increasing our impact by having the right people, systems and financial resilience.*

Our values

- **Focused** – we are dedicated to the needs of those affected by lymphoma.
- **Empowering** – we build confidence to make change happen.
- **Trusted** – we use our expertise to deliver quality services.
- **Innovative** – we look to a better future for people affected by lymphoma.
- **Collaborative** – we are inclusive and value our partnerships.

Trustee recruitment

Over several years, we have been investing in our Communications Team to drive social media engagement, grow our PR function and provide more in terms of our website and digital presence. Our campaigns have typically been to warm audiences, but we are currently putting in place the building blocks to create larger, external awareness raising campaigns.

Alongside this we are doing more in the field of policy and public affairs to improve the treatment and care of lymphoma and to represent the patient voice in the decisions that affect people affected by lymphoma. This is also an area where we want to shout more about what we are trying to achieve.

It's therefore an exciting time as we do more to support the cancer policy space and start to develop bolder national campaigns. As a Trustee, you will play a strategic role in helping us shape this work and increase public understanding of lymphoma and what we do.

You may bring senior-level experience in communications, marketing or campaigns, with particular interest in integrated or national awareness-raising campaigns. This could include brand development, audience growth, behaviour change, digital or media strategy, or leading high-profile public campaigns. You will help the Board ask the right questions of our leadership team as they embark on a journey to develop this work.

What matters most is the ability to think strategically, and a willingness to help us challenge ourselves as we grow our influence and impact.



What we can offer you

“ I had been looking for a Trustee opportunity for a while when I was contacted about Lymphoma Action. The timing was perfect as my sister had just started going through treatment for lymphoma and had already been using them as an information source, so giving back to the Charity was a bonus.

The support throughout the interview and onboarding process was incredible and I now work with some truly inspiring people. Being able to increase my knowledge, confidence and understanding of charities outside my day job has been priceless.

I look forward to welcoming you to the team.

Charlotte Locks-Moro, Trustee since 2023

Becoming a Trustee is a fascinating way to engage in the not-for-profit sector. It's a role that will give back just as much as you put in and often much, much more. Our Trustees bring a wealth of personal and professional skills that they apply for the benefit of others, and they learn new skills that they can apply outside of their trusteeship. So, becoming a Trustee can empower you with a great sense of contribution and purpose.

Contributing to a great cause – sustainability

There is no doubt that serving on a Board of Trustees is one of the most powerful ways in which you can contribute to a cause you really care about. As a Lymphoma Action Trustee, you will have an opportunity to have a real impact on our work ensuring that we maximise our reach and engagement with those who may be affected by lymphoma.

Strategic experience

Strategic experience can be hard to come by. Serving on a charity Board is a fantastic way of getting a head start or improving on this, at once giving you the opportunity to develop and hone your critical thinking, problem-solving and analytical skills as well as developing vital strategic sensibilities and team working skills. Strategic experience gained through a Trustee role can have a positive impact on your career, opening doors to new responsibilities and prospects.

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

Continued personal development

Joining a Board can be a very interesting experience, not least because it allows you to adapt and apply everything you have learnt to date in an entirely new context. You can gain a clearer idea of your own 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 own versatility, giving you confidence in your existing abilities whilst challenging you to push the boundaries of your expertise.

Teamworking

As a Board member at Lymphoma Action you will be part of a team and will have the opportunity to apply your unique skills and experience, while also learning from others. Working closely with a passionate team of people who have different 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 Board members, as well as those of the Senior Management Team, is essential to ensuring the Board's strategic decisions are fully informed, reasonable and effective. Negotiating, empathising, listening and clearly communicating ideas and concerns are key factors in this process and often help to set the tone and culture of Board meetings.

Trustee role description and person specification

Key information

Duration:	Trustee appointments operate on a rotating basis, with four Trustees standing down each year and able to be re-elected (in line with the Articles of Association).
Time commitment:	Trustees are required to prepare for and attend four Board meetings a year (hybrid meetings via Teams and at the Aylesbury offices), annual Away Day plus any ad hoc initiatives that may be required.
Remuneration:	Voluntary role, although reasonable travel and role-related expenses will be reimbursed.

Purpose of the role of Trustee

The Board of Trustees is responsible for the overall governance and strategic direction of the Charity, developing the organisation's aims, objectives and goals in accordance with the Charity's governing documents, and legal and regulatory obligations and guidance. The Trustees are also the company directors of the organisation. The Board supports Lymphoma Action's work and provides mission-driven leadership and strategic governance. Day-to-day management responsibility is delegated to the Chief Executive and the Senior Management Team.

Further information about being a Trustee can be found at:

[gov.uk/government/publications/the-essential-trustee-what-you-need-to-know-cc3](https://www.gov.uk/government/publications/the-essential-trustee-what-you-need-to-know-cc3)

Key relationships

Other Trustees, Chief Executive, members of the Senior Management Team.

Main duties and responsibilities

- To ensure that Lymphoma Action complies with its governing documents (Memorandum and Articles of Association), charity law, company law and any other relevant legislation or regulations.
- To ensure that the organisation pursues its purpose and objects as defined in its governing documents.
- To ensure the organisation uses its resources responsibly and in pursuance of its objects.
- To contribute actively to the Board of Trustees' role in setting strategic direction for the organisation, setting overall policy, defining goals, setting targets and evaluating performance against agreed targets.
- To safeguard the good name and values of the organisation.
- To ensure the effective and efficient administration of the organisation.
- To ensure the financial stability and solvency of the organisation.
- To protect and manage the property of the Charity and to ensure the proper investment of the Charity's funds.

Other duties

- To review outcomes of Lymphoma Action's work with people affected by lymphoma, other service users, and healthcare professionals, and to evaluate impact and regularly measure the organisation's performance.
- To approve the annual budget, audit and material business decisions.
- To be informed and ensure that the Charity meets all legal and regulatory requirements and responsibilities, including taking professional advice where necessary.
- To contribute to the annual performance review of the Chief Executive.
- To assist the Chair of the Board of Trustees and Chief Executive in recruiting other Board members.
- To work with the Chief Executive to ensure that Board decisions are carried out.
- To serve on committees or take on additional project work, as required.
- To represent Lymphoma Action to stakeholders and act as an ambassador for the organisation.
- To support Lymphoma Action's fundraising efforts, make connections and introduce relevant contacts.

In addition to these duties, each Trustee should use any specific skills, knowledge or experience they have to help the Board of Trustees reach sound decisions. This may involve scrutinising Board papers, sitting on committees or task groups, leading discussions, focusing on key issues, providing advice and guidance on new initiatives, or other issues in which the Trustee has special expertise.

Person specification

Skills and abilities

- Excellent communication and interpersonal skills.
- Analytical ability and good independent judgement.
- Capacity for clear, creative and strategic thinking and vision.
- A willingness to speak their mind.
- Tact and diplomacy.
- Understanding and acceptance of the role of a Board of Trustees for a charitable organisation (including the legal duties, responsibilities and liabilities of trusteeship).
- A willingness and ability to devote the necessary time and effort to attend Board and other meetings, including preparing and reading for those meetings, and to participate in the effective governance and management of the organisation.

Qualities

- A passionate enthusiasm for supporting those affected by lymphoma, and a commitment to Lymphoma Action.
- The capacity to understand and to empathise with the issues and concerns of those affected by lymphoma.
- Willingness to demonstrate Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership.

Values and behaviours

To embed our values internally, we have developed behaviours underpinning the values that apply to our staff and Trustees:

Focused

- You focus on goals and on the best outcomes for our beneficiaries.
- You are strategic and make good decisions and don't just focus on short-term needs.
- You work in a flexible way, responding to new insights that will help us increase our impact.

Empowering

- You inspire people, celebrate success and acknowledge the efforts of others.
- You support people to take on tasks and be confident in their decisions.
- You respect the decisions of others and are resilient in the face of change.

Trusted

- You are empathetic and show compassion but respect professional boundaries.
- You do what you say you're going to do and take responsibility for your decisions.
- You are open and honest with yourself and others.

Innovative

- You are curious, open to new ideas and don't miss opportunities.
- You make time for reflection, creativity and learning and encourage others to do the same.
- You are willing to try new things and you learn quickly from your experiences.

Collaborative

- You are inclusive, treat everyone as an equal and embrace diversity.
- You listen well, communicate openly and share your skills and knowledge with others.
- You believe in the value of relationships and understanding differing perspectives and feelings.

How to apply

[Eastside People](#) is supporting [Lymphoma Action](#) in the recruitment of this role.

Please click [here](#) to apply by submitting your CV and a cover letter, which should cover the following:

- Why are you interested in the role of Trustee with Marketing, Communications and Campaigns expertise at Lymphoma Action??
- How can you contribute to Lymphoma Action as a Trustee? Please highlight relevant experience and demonstrate how your skills match the specific requirements of the role as set out in the Person Specification.

If you would like a call to discuss the role in more detail, please email Lucinda Shaw, lucinda@eastsidepeople.org to arrange a convenient time. Having a call of this kind will not influence the success or otherwise of your application.

The closing date for applications is Monday 8 June 2026 and longlisting interviews, held by Eastside People, will take place that week. Interviews with Lymphoma Action for shortlisted candidates will be held remotely on **Monday 29 June 2026**.

We want you to have every opportunity to demonstrate your skills, ability, and potential; please contact us if you require any assistance or adjustment so that we can help make the application process work for you.

As an inclusive organisation we welcome applications from all sections of society, from those with the potential to make great Trustees and from those that will help increase the diversity of thinking on our Board. We would particularly welcome applications from younger people, those with disabilities and people from minority groups, and from different backgrounds and experiences.



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