

Trustee

Recruitment Pack

Three trustee vacancies:

Fundraising and Income Generation
Marketing and Communications
Finance



Dr Alex Rhys OBE
Chair/Founder
It Gets Better UK

Thank you for your interest in becoming a trustee of It Gets Better UK.

IGBUK is part of the global It Gets Better movement, working across the UK to reach LGBTQ+ young people with a clear message: It Gets Better and your life has value. Since launching here in 2018, we have reached over 2.5 million people through digital content, storytelling, and a growing volunteer community across England, Scotland, and Wales.

We are seeking three new trustees at a significant moment for the organisation. Like many LGBTQ+ charities, we have navigated a challenging funding environment and having to make changes to adapt. We are now focused on consolidating how we work and building a strategy that allows us to grow sustainably and serve LGBTQ+ young people more effectively. The trustees joining us now will play a central role in shaping that work.

We are looking for people with specific expertise - in fundraising and income generation, in marketing and communications, and in finance - combined with a genuine commitment to LGBTQ+ inclusion and the wellbeing of young people. Because we are largely volunteer-led, our trustees are more operationally involved than you might find elsewhere, and we are looking for people who welcome that kind of active contribution.

These roles that offer a real opportunity to contribute to something that matters - and to help shape what IGBUK becomes next. We very much hope you will consider putting yourself forward.

Background

It Gets Better UK is a UK charity working to uplift, empower, and connect LGBTQ+ young people. We are part of the global It Gets Better Project, which began in the United States in 2010 and has since grown into an international movement present in over 20 countries. We operate independently as a UK charity while sharing the movement's values and its founding conviction: that life gets better, and that every LGBTQ+ young person deserves to know it.

Since launching in 2018, IGBUK has reached over 2.5 million people across the UK. Our work is delivered by a dedicated volunteer community active across England, Scotland, and Wales, and spans digital content, direct community engagement, and storytelling in all its forms.

At the heart of what we do is the creation and distribution of video content featuring LGBTQ+ voices from across the UK. Produced by volunteers and shared through social media and digital platforms, this content is designed to reach young people where they are - on the channels they use, in the moments when visibility and connection matter most. Alongside this, we maintain an active presence at Pride events across the country, turning up in communities, building relationships, and demonstrating that IGBUK is not just a digital presence but a living, human one.

Storytelling in longer form is also central to our work. Our volunteer-led podcast recently completed its first series, bringing together people from across the UK to share their coming out stories in their own words. Honest, unscripted, and deeply personal, the series has reached a growing audience and demonstrated both the appetite for this kind of content and the extraordinary depth of talent and commitment within our volunteer community.

Our Voices of Wales project, currently underway, reflects our commitment to ensuring that IGBUK's reach and relevance extends meaningfully across all four nations. Working with Welsh LGBTQ+ communities, the project surfaces and celebrates stories and experiences that might not otherwise find a platform - building a stronger, more rooted presence in Wales and ensuring that young Welsh LGBTQ+ people see themselves reflected in what we do.

These are examples of the kind of work IGBUK does, rather than an exhaustive account. What they share is a commitment to authenticity, to community, and to the power of real stories told by real people - because that is what reaches young people who need to hear that it gets better.

Key responsibilities - all roles

Trustees of It Gets Better UK share a common set of responsibilities, regardless of their specific area of expertise. These include:

- Acting in the best interests of the charity at all times, and in accordance with IGBUK's governing document and the requirements of the Charity Commission
- Contributing to the strategic direction of the organisation, including the development of IGBUK's next strategy
- Ensuring the charity manages its resources responsibly and maintains appropriate financial controls
- Safeguarding the reputation and values of IGBUK and the wider It Gets Better movement
- Supporting and constructively challenging the Chair and fellow trustees in the exercise of their responsibilities
- Attending and actively participating in board meetings, currently held quarterly
- Bringing relevant expertise and networks to bear in support of IGBUK's work and mission
- Acting as an ambassador for IGBUK and for LGBTQ+ inclusion more broadly

Because IGBUK operates largely as a volunteer-led charity, trustees are more operationally involved than is typical in larger organisations. This is reflected in the specific responsibilities set out below for each role.



Person Specification - Trustee (Fundraising and Income Generation)

Essential

- Professional experience in fundraising, income generation, or a closely related field, ideally within the charity or not-for-profit sector
- Knowledge of and experience with grants, trusts, and foundations - including identifying opportunities, making applications, and managing funder relationships
- Understanding of community fundraising approaches, including how to engage volunteers and grassroots supporters in income generation activity
- Ability to think strategically about income diversification and long-term financial resilience
- Strong interpersonal skills and the ability to build relationships with funders, donors, and partners
- Commitment to LGBTQ+ inclusion and the mission of IGBUK

Desirable

- Familiarity with the LGBTQ+ or wider equalities funding landscape in the UK
- Experience of fundraising in a volunteer-led or community-based organisation
- Existing relationships with trusts, foundations, or other funders relevant to IGBUK's work
- Experience of corporate fundraising or partnership development

Person Specification - Trustee (Marketing and Communications)

Essential

- Professional experience in marketing, communications, or a closely related discipline
- Strong understanding of social media - including content strategy, platform dynamics, audience development, and the specific considerations of reaching young people online
- Experience of developing or supporting a brand or organisational identity in a values-led context
- Ability to think strategically about how an organisation presents itself and grows its reach
- Understanding of the specific communication sensitivities involved in LGBTQ+ youth-facing work
- Commitment to LGBTQ+ inclusion and the mission of IGBUK

Desirable

- Experience of digital marketing, including paid and organic content strategies
- Understanding of how to reach audiences in specific nations or regions, including Wales and Scotland
- Experience of working with volunteer content creators or community-generated content
- Familiarity with the media and communications landscape as it relates to LGBTQ+ issues in the UK

Person Specification - Trustee (Finance

Essential

- A professional background in finance, accountancy, or financial management, with relevant qualifications or equivalent senior experience
- Experience of financial governance, budgeting, and management accounts - ideally in a charity or not-for-profit context
- Ability to interpret financial information and communicate it clearly to a board with varying levels of financial expertise
- Understanding of charity financial reporting requirements and Charity Commission expectations
- A strategic approach - able to connect financial decisions to organisational priorities and long-term sustainability
- Commitment to LGBTQ+ inclusion and the mission of IGBUK

Desirable

- Experience as a charity treasurer or in a comparable financial governance role
- Knowledge of financial resilience planning for small or medium-sized charities
- Familiarity with fundraising income streams and their financial implications, including grant funding and donations
- Experience supporting an organisation through a period of strategic change or financial consolidation

Terms and Conditions

The roles are a voluntary, unpaid trustee position.

- Trustees are typically appointed for an initial term of four years potentially renewable subject to the approval of the Board
- The expected time commitment is approximately three hours per month, plus attendance at Board meetings (typically four per year remote), and preparation time
- Reasonable out-of-pocket expenses will be reimbursed in line with the expenses policy

Recruitment Timetable

Applications close 10pm Sunday 3rd May. Interview dates will be confirmed after shortlisting.

How to apply

If you are interested in applying for this role, please do so via the [form](#) .

Please provide the following:

- A supporting statement. This should clearly set out how you meet each of the criteria set out in the person specification. Give us examples and dimensions; tell us what this achieved and how it contributed to your organisation's aims.
- A comprehensive CV including details of your achievements in each role. Maximum two pages.

Please provide in your application any dates when you will not be available, or where we might have difficulty in contacting you, which coincide with the appointments timetable. All applications will be acknowledged.

We will respect the privacy of any initial approach or expression of interest in this role, whether formal or informal.

Please let us know of any accessibility accommodations you may require.

If you have any queries regarding the application process after having read the appointment brief, please contact:

Dr Alex Rhys OBE – Chair at alex@itgetsbetter.org.uk

Alex@itgetsbetter.org.uk

Registered charity number 1176164