Trustee Role Description

Archive of Market and Social Research (AMSR)

About AMSR

The Archive of Market and Social Research (AMSR) is an innovative, volunteer-led, registered charity, building an open access, searchable digital archive of UK consumer and audience research and opinion polls going back 40+ years. The Archive now has over 11,000 reports, papers, books, videos and audio recordings and we are working towards formal accreditation by The National Archives.

The material has been digitised and repurposed as a free-to-use online resource, initially for schools, universities and research organisations. No other country has anything similar.

We are partnering with three exam boards who are working with us to curate and signpost Archive material that supports their A Level syllabus across Modern History, Politics, Sociology, Media Studies and EPQ. The exam boards are also promoting the Archive to their teacher cohorts.

Longer-term, we expect the Archive also to be used by journalists, amateur historians and the wider public. To that end, we are developing an AI-based user interface.

As we enter our second decade, AMSR is developing rapidly and moving from the 'preservation phase' to a dynamic 'outreach phase'. We already have a growing set of users in universities and schools, but now have ambitious plans to boost awareness and usage further by:

- **Integrating into the National Curriculum:** Working with exam boards to develop more curated material to bring primary research data into the classroom.
- **Modernising content:** Expanding our remit to capture the shift toward digital-first research and big data.
- **Scaling our impact:** Strengthening our financial sustainability through high-level relationships to ensure that this free-to-use resource remains permanent and accessible.

The Role

As an AMSR Trustee, you will be part of a Board of up to 14 members responsible for the strategy and governance of the charity. You will provide expert input and high-level connections to help us navigate the next decade of growth and professionalisation.

Following a recent skills audit, we are specifically seeking individuals who can lead in:

Development and fundraising: An individual experienced in charity fundraising from grant-giving bodies or High Net Worth Individuals (HNWIs) to help secure the charity's long-term endowment and operational funds.

Responsibilities

In accordance with the UK Charity Commission's requirements, all Trustees share the following six main duties:

- **Ensure public benefit:** Ensure AMSR carries out its purposes for the public benefit, specifically the advancement of education and heritage, as set out in its governing document.
- **Compliance:** Ensure the charity complies with its governing document, charity law, and other relevant legal requirements.
- **Act in the best interests:** Make balanced, informed decisions that enable the charity to carry out its purposes in the long term, avoiding any conflicts of interest.
- **Manage resources responsibly:** Exercise the duty of prudence to ensure assets are used only for the charity's purposes and that AMSR does not take inappropriate risks with its reputation or reserves.
- **Act with reasonable care and skill:** Use your professional skills and experience to govern the charity, giving sufficient time and thought to preparing for and participating in Board meetings.
- **Ensure accountability:** Comply with statutory accounting and reporting requirements and ensure the charity remains transparent to its donors, volunteers and the public.

Skills and Experience

We are looking for supporters of the AMSR concept who are well-networked in their respective fields. Requirements include:

- **Strategic vision:** Ability to contribute to the long-term sustainability of a growing digital institution.
- **Specialist knowledge:** Demonstrated expertise in one of our priority areas (education or fundraising).
- **Collaborative mindset:** Willingness to work alongside a Board of experienced market researchers, academics, and a dedicated volunteer workforce.
- **Ambassadorial skills:** Ability to act as an advocate for AMSR, introducing the Archive to new donors, content sources, or user groups.

Remuneration and Time Commitment

The role of Trustee is a voluntary position. While it is unremunerated, it offers the opportunity to shape a unique national resource during its most significant growth phase. Reasonable travel expenses incurred in the performance of Trustee duties may be reimbursed.

Board meetings are held three times a year in Central London. Video conferencing is available although meeting in person is preferred. Meetings typically last two hours and Trustees are expected to prepare appropriately for the meetings. It is also anticipated that Trustees will devote time to nurturing connections and opportunities that will serve and advance the charity's objectives.

The appointments will be made for an initial three year term.

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