

# SCOTLAND ADVISORY BOARD MEMBER ROLE DESCRIPTION

JANUARY 2026

## PURPOSE OF ROLE

UNICEF UK is seeking to appoint one new member of the established Scotland Advisory Board. We welcome applicants, based in Scotland from a variety of professional and lived backgrounds. We are particularly interested in individuals with:

- Experience of identifying potential funding opportunities. This experience would inform and support our income target for UNICEF's work for children across the corporate sector (for example Corporate Social Responsibility/tech/finance), Trusts and foundations and/or philanthropists
- Knowledge or personal experience of UNICEF's work either in the UK or internationally

Advisory Board members bring vision, strong communication skills, and an understanding of—or willingness to learn about—UNICEF's mission and work. Collectively, the Board contributes expertise, networks, and strategic insight to guide decision-making, strengthen income generation, support advocacy for children in Scotland, and promote implementation of the UNCRC.

## BACKGROUND TO UNICEF IN SCOTLAND

UNICEF UK has built a significant presence in Scotland over many years, anchored by key strands of programme, advocacy, and fundraising work. In 2015, UNICEF UK formally established its Edinburgh office to uphold 'the Convention of the Rights of the Child' and to fundraise for our work in Scotland and around the world.

Our Scotland team plays an important role in meeting UNICEF UK's financial targets, cultivating long-term partnerships with corporates, foundations, institutional funders, and philanthropists. We are proud of strong, multi-year partnerships and are committed to diversifying our pipeline of supporters.

We also partner with the Scottish Government and civil society to advocate for children's rights, including contributing to the development and passage of the UNCRC (Scotland) Act (2024). UNICEF UK's Programmes team supports maternity units across all 32 local authorities through the Baby Friendly Initiative and delivers the Rights Respecting Schools Award (RRSA), now reaching 85% of Scottish schools.

Today, a six-person team in Edinburgh leads UNICEF UK's fundraising and advocacy in Scotland, supported by additional programme colleagues. Since its creation in 2015, the Scotland Advisory Board has played a vital role in strengthening UNICEF UK's visibility, influence, and impact.

## BACKGROUND TO UNICEF

UNICEF works in more than 190 countries and territories and ensures more of the world's children are vaccinated, educated, and protected than any other organisation. Advisory Board members must be fully committed to UNICEF's mission and willing to devote the necessary time and energy to being part of a high-impact, values-led team.

All advisors are expected to role-model, , [Our Shared Commitment](#), which sets out UNICEF UK's cultural principles: putting children first, finding solutions, mutual trust and respect, inclusion and belonging, compassion, and collaboration.

## YOU WILL WORK WITH OTHER ADVISORY BOARD MEMBERS TO:

- Offer expertise, support and advice in delivering and developing the Scotland strategy for UNICEF UK, including looking at future focus.
- Drive new income for UNICEF UK by introducing peer networks, identifying opportunities and advising on delivery of existing partnerships.
- Promote and uphold UNICEF UK's vision, mission and values in all Board activities and external engagement
- Advocate for children in Scotland and globally, where appropriate, on issues such as child poverty in Scotland, humanitarian emergencies (such as Gaza), and influencing activity related to the 2026 parliamentary elections.
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- Support development of an impactful communications strategy for UNICEF UK's work to drive impact for children and build the profile of UNICEF UK's work in the Scotland.
- Generally, contribute your specific skills, experience, interests and networks to support UNICEF UK's fundraising, advocacy and programmatic activities in Scotland.

## GENERAL

- Be an effective member of the Scotland Advisory Board in exercising its responsibilities and functions, attending meetings regularly.
- Maintain confidentiality on any sensitive or confidential matters discussed, in line with data protection legislation and relevant UNICEF UK policies.
- Avoid conflicts of interest; declaring and appropriately managing any conflicts should they arise.
- Maintain good relations with other advisors and UNICEF UK staff.
- Be willing and able to uphold UNICEF UK's political neutrality.
- Undergo an agreed induction upon appointment and ongoing training to remain up to date with the duties and responsibilities of being an Advisory Board member and the work of the charity.
- Fulfil duties and assignments as may be required from time to time by the Advisory Board member.

## PERSON SPECIFICATION

We are looking to recruit a Scotland Advisory Board member, who will work closely with the Chair, the other members of the Scotland Advisory Board, Director of Scotland and wider Scotland team to ensure success of the Board.

We desire a board that reflects the diversity of the colleagues we attract and the people we serve. We want each member of the Advisory Board to bring their individual, unique worldview, their life experience, specific skills, knowledge, and networks, to collectively help the Board reach sound decisions and drive forward our strategy.

### Essential

- A passion for and commitment to UNICEF UK's vision, mission and values and to promoting the interests of children everywhere.
- Some experience and knowledge of children's rights or a willingness to learn.
- Influential and/or knowledgeable of your specific sector.
- Strong communication and interpersonal skills, able to represent UNICEF UK and its work to key stakeholders. Willing to interact with and influence a broad range of people, for the benefit of the organisation.
- Able to work effectively as a member of a team while contributing an independent perspective, providing motivation support and challenge.
- An understanding of the environments in which UNICEF UK operates (and willing to learn more).
- Knowledge of charities, ideally in Scotland, or a willingness to learn about the current trends.
- Able to devote the time required for the role, with a minimum of 2-3 hours a month for the role as an advisor.
- Values inclusivity and respects colleagues' different perspectives, experience, skills and knowledge.

## TERMS OF APPOINTMENT

- As a Scotland Advisory Board member, you will normally be expected to attend every Board meeting (once a quarter, for approximately 2 hours) that are usually held during office hours at UNICEF UK's offices in Edinburgh or virtually. You may be asked to participate in specific working groups established by the Board to examine relevant issues. In addition, some time will be required to read and consider papers, for discussions with relevant colleagues, and attendance at short ad hoc meetings when needed.
- Where necessary, support will be provided in the form of relevant development and training events.
- Appointments will normally be for a period of up to two years, which may be extended provided the person concerned still meets the criteria for membership of the Board. You will meet with the Director of Scotland twice a year to agree and review objectives.

- As a representative of UNICEF UK, advisors must be mindful of our values and expected conduct. This includes protecting confidentiality, adhering to safeguarding and political neutrality when representing UNICEF UK.
- ***\*The role is unpaid but reasonable expenses are payable in line with UNICEF UK's standard expense policies. Reasonable travel costs incurred to attend an in-person interview for the Advisor role will be covered.***
- The Board position is subject to a criminal record check (DBS) which will be at the basic level.

## WHAT TO EXPECT FROM UNICEF UK

- A committed Relationship Manager as your key UNICEF UK contact who will support you, provide you with day-to-day assistance and manage requests for your time.
- Following your appointment, a comprehensive induction to our work including information on our international and UK programmes, fundraising, and introductions to UNICEF UK personnel.
- Agreement to use the title 'UNICEF UK Scotland Advisory Board member' - on LinkedIn, personal website, CV, signature, business card, biography – making it clear it is a voluntary role. e.g. "I'm proud to have been appointed by UNICEF UK to the voluntary role of UNICEF UK Advisor" or "UNICEF UK Advisor (Voluntary)". NB please include UK in this title.
- Invitations to exclusive UNICEF UK events, both virtual and in-person
- Administrative support to assist in undertaking the role of a UNICEF UK Advisor, e.g. briefing/ logistics for attendance at events or key meetings.
- Support with all media and online activity related to UNICEF UK.
- Updates relating to your area of interest and expertise as well as broader UNICEF issues e.g. humanitarian emergencies and key campaigns.