

# TRUSTEE RECRUITMENT PACK

---



# ABOUT GCS

---

Gloucestershire Counselling Service (GCS) is Gloucestershire's leading counselling charity, delivering services to the community since 1978. With over 60 clinical staff and 40+ volunteers, we deliver counselling services both from our counselling rooms based around the county and remotely, as well as training in counselling skills and counselling qualifications.

## WELCOME

We are delighted that you are interested in joining the GCS trustee team.

We are committed to empowering people to make positive changes in their lives and believe that counselling is how this can happen.

We have a longstanding legacy, being formally founded as a charity in 1984 and are Gloucestershire's largest counselling charity that offers counselling services to adults & children. We have grown significantly over the past five years and have played a key role in the COVID response to the mental health crisis and continue to see demand for our services rise. With recent ONS data suggesting 25% of the population feels anxious, there is clearly plenty for GCS to do! GCS has been on a journey of professionalization and is responding to the challenges of being a middle-income charity within a complex and challenging environment. GCS is moving forward with passion and commitment and as a Trustee, you will help us.

We are committed to ensuring that we reach further into the communities of Gloucestershire and continue to provide the access to counselling services that we are extremely proud of.

As a member of the Trustee Board you will help us shape the way we work and deliver on our vision. We want to harness your experience and insight as we drive forward on our mission. Together we can champion and action our belief that counselling plays a powerful role in enabling change.

If you would like to join us, please get in touch!

**From our Co-Chairs, Kirsty Button & John Diamond**

# OUR IMPACT

---

At GCS, we empower people to make lasting, positive changes.

We don't just listen—we drive meaningful transformation.



**88%**

Report better management of difficult feelings



**78%**

Saw an improvement in their self-confidence



**66%**

Developed stronger relationships with family & friends



**75%**

Improved clarity in decision-making

We provide a professional, safe space for growth, helping clients break emotional barriers and lead fulfilling lives.

---

## SESSIONS DELIVERED:



**13,512**

ADULT SERVICE



**2,992**

SCHOOLS SERVICE



**180**

CHILD & FAMILY SERVICE

**87% of our counselling sessions are financially supported, ensuring access to those who need it most.**

---

## VOICES OF OUR SERVICE USERS

*"Counselling has changed my life completely.*

*It took me 10 years to seek help and guidance, and it is the best thing I've done for myself. I cannot thank GCS enough."*

*"It has helped me look straight in the eye issues and events too painful to address on my own or with a layman. This has cleared obstacles to my health, wealth and happiness."*

# ABOUT THE ROLE

---

A trustee plays a vital role in overseeing the governance and strategic direction of a charity, ensuring that it operates in line with its mission and legal obligations. Trustees are responsible for safeguarding the charity's assets, managing resources responsibly, and ensuring financial stability. They work closely with the executive team to provide guidance, support, and oversight, making key decisions that affect the charity's future. Trustees also ensure that the organisation complies with relevant laws and regulations while acting in the best interest of beneficiaries and stakeholders.

# WE ARE LOOKING FOR

---

We welcome candidates from all backgrounds, particularly those with expertise in **marketing or legal sectors**. In addition to professional experience, we value **lived experience & other expertise** and encourage applications from individuals who have direct insight and connections to the communities of Gloucestershire.

## PERSONAL QUALITIES

- A commitment to honesty, ethical behaviour, and acting in the best interest of the charity.
- Ability to see the bigger picture and contribute to long-term planning and decision-making.
- Willingness to work as part of a team, listen to others' perspectives, and contribute constructively.
- A genuine passion for the charity's mission and willingness to dedicate time and effort to its success.
- Receptive to new ideas, diverse perspectives, and change, promoting innovation and inclusivity.
- Ability to analyse information critically and make well-informed decisions in the charity's best interest.
- Capable of handling challenges and navigating difficult decisions with calm and determination.

## **MARKETING EXPERTISE & KNOWLEDGE**

- Marketing experience in a leading marketing role with the ability to drive strategic marketing initiatives.
- Personal experience of mental health offering valuable insight into effective engagement and communication strategies.
- Strong track record in developing successful marketing campaigns, particularly in social causes or community engagement, and experience across corporate, public, or community sectors for fresh perspectives.
- An interest in creating inclusive, sensitive messaging and materials that resonate with diverse audiences, including those facing complex social issues (e.g., mental health, trauma).
- An understanding of digital marketing tools, social media, data analytics, and innovative approaches to accessibility, ensuring campaigns reach diverse and marginalised communities effectively.

## **LEGAL EXPERTISE & KNOWLEDGE**

- Experience in legal roles ideally within the charity, non-profit, or social enterprise sectors, with a strong understanding / interest of charity law, governance, and regulatory compliance.
- Personal experience of mental health offering valuable insight into how legal frameworks impact these groups and ensuring a grounded approach to legal decision-making.
- A strong track record in public interest law, social justice, or human rights, with experience across various sectors (corporate, public, community) to bring fresh perspectives
- Expertise in navigating complex legal issues in a way that promotes fairness, inclusivity, and social justice, particularly in areas such as safeguarding, equality, and anti-discrimination.
- Proficiency in identifying and mitigating legal risks, providing sound governance advice, and ensuring legal and regulatory frameworks are adhered to, while promoting accessible legal processes for marginalised and diverse communities.

## **GENERAL EXPERTISE & KNOWLEDGE**

- Those with non-traditional career paths or who have gained skills through personal, community, or advocacy work.
- Personal experience of mental health, providing valuable insight into service user experiences
- Strong connections with communities across Gloucestershire, offering important insights and representation.

# FURTHER DETAILS

---

## TIME COMMITMENT

The role of trustee requires approx. 2-3 hours per month. The schedule of commitments are; the AGM, 4 quarterly board meetings held at Alma House in Stroud, attendance of sub- committees min. three per year.

## TERMS

GCS Trustees service one term of three years and if re-elected can serve a further two terms.

## REMUNERATION

This is a voluntary role and all trustees are eligible to claim reasonable expenses for attending to the charity's business, including travel expenses for attending meetings.

## GET IN TOUCH

If you would like to have an informal conversation with the Chairs or Chief Executive about GCS we would be delighted to hear from you. Please contact [Edward.Weir@gloscounselling.org.uk](mailto:Edward.Weir@gloscounselling.org.uk)

## HOW TO APPLY

---

Please send a CV and cover letter stating why you are interested in applying for the role, how your skills and experience are relevant to the role, how you can add value to the Board and any other relevant information. Please send your application to: [Edward.Weir@gloscounselling.org.uk](mailto:Edward.Weir@gloscounselling.org.uk)

All applications will be treated as confidential. Shortlisting will be carried out immediately after the closing date, and an opportunity will then be made for shortlisted candidates to meet with the Co-Chairs & CEO (most likely online).

## COMMITMENT TO DIVERSITY

We are committed to improving the diversity of our Board and we welcome applications from all ages, abilities and backgrounds.