



Role Description for Members of the AAC

Introduction to the Broadcast Committee of Advertising Practice and the Advertising Advisory Committee

The Broadcast Committee of Advertising Practice (BCAP) is the advertising industry body responsible for the code of practice for television and radio advertisements under powers contracted-out to it by OFCOM, the UK's communications regulator. You can find out more about BCAP [here](#).

The Advertising Advisory Committee (AAC) gives informed, independent advice to BCAP on code formulation and matters related to the regulation of broadcast advertisements.

Functions and operation of the Advertising Advisory Committee

The AAC is an advisory committee for BCAP and plays an essential role for BCAP in the latter exercising its functions contracted-out by OFCOM. Its purpose is to provide an independent “sounding board” for the industry body. The AAC terms of reference are to provide independent, third-party advice to BCAP on advertising-related matters, especially those related to the BCAP Codes, which regulate the content of broadcast advertisements. The Committee meets no more than six times a year.

BCAP gives the AAC all relevant research that it undertakes and keeps the Committee apprised of its plans for code revision, both in terms of substance and timing. In return, the AAC advises BCAP on those plans.

In doing so, the Committee draws on its understanding of the prevailing context in which the BCAP Codes operate. Committee members are required to understand the Codes, their application and the context in which they operate.

Composition of the AAC

The Committee is an independent foil to the industry code-owning body, BCAP.

The AAC comprises an independent Chairman (presently Stephen Locke), the Chairman of BCAP (presently James Best), an observer from OFCOM and up to six independent members.



Positions vacant

The vacancies advertised are for two independent AAC members. Applicants must not have either present or past involvement with the marketing business.

Members of the Advertising Advisory Committee

Role

- Contribute an expert or consumer perspective to the development of TV and radio advertising regulatory policy
- Comment on interpretation of existing BCAP Codes, on plans for substantive code changes and on the fidelity of BCAP's evaluation of responses to its public consultations on code changes
- Keep informed and up to date on the content of the BCAP Codes, developments in broadcast advertising and audience research and public opinion on such matters.

Key Requirements

- Candidates should have a demonstrable interest in public policy, consumer affairs or social science research and knowledge of and interest in TV and radio advertising.
- We are looking for committed individuals who would like to influence code formulation and policy in a responsible and informed manner as part of a group.
- Candidates should be open to and support debate. Facilitating and strong listening skills will help effective discussions within a diverse and committed group.
- Candidates should be able to absorb and analyse complex information and discuss it clearly and concisely.
- Members participate as individuals and not as representatives of interests, organisations or lobby groups; they should be independent of the advertising and media industries.
- Members are required to have Internet access.



Timings

The successful candidates will be appointed to serve no later than 1 January 2018. Members of the AAC can expect to serve a maximum of two terms of three years.

Training

There is initial induction training for new AAC members.

Honorarium

Members are paid a fee of £6,200 per annum plus the reimbursement of reasonable expenses.

Diversity

It is important that the AAC is widely representative. We welcome applications from candidates of any race, gender, sexual orientation, religion or belief, from people with disabilities and from those who live or work in England, Scotland, Wales or Northern Ireland. Indeed, we welcome well qualified candidates of any age who are able to devote the necessary time to the work.

Power of appointment

Appointments to the AAC are made by the Chairman of the AAC, in consultation with the Chairman of the Advertising Standards Authority, the Chairman of BCAP and Ofcom.

In choosing Committee members, the Chairman aims for complementarity of skills and background. There is no stereotype. All members of the Committee are different and bring differing experience, knowledge and abilities. The Chairman's decision on appointments is final and no correspondence will be entered into once the decision is made.