**CHAIR OF THE ADVERTISING ADVISORY COMMITTEE**

**Independence criteria**

The Chair of the Advertising Advisory Committee (AAC) must be independent of Ofcom, the Government and the advertising and media industries. Independence from the advertising and media industries means someone who is not, and has not been engaged in the recent past, primarily in the business of marketing communications by virtue of current or previous employment or directorship.

## Role

* As Chair, ensure meetings are run effectively and inclusively in line with the agreed agenda. This will include preparation and follow-up, as well as taking charge during the meeting itself.
* Work with the Executive to plan agendas.
* Facilitate and encourage views from Members in meetings and summarise, at the end of relevant agenda item discussions, the Committee’s concluding advice to BCAP and CAP.
* As necessary, act in circumstances where Members are not meeting expected standards and support them to address the issues identified.
* Help maintain positive and constructive relationships between the Committee and executive members of staff.
* Periodically report to Ofcom on the AAC’s consideration of broadcast advertising policy items and author a short article on the AAC’s consideration of key advertising policy items for inclusion in the Advertising Standards Authority’s annual report.
* Absorb and analyse Committee papers chiefly concerned with potential gaps or inadequacies in the UK Advertising Codes. Advise, from the perspective of citizens and consumers, on BCAP and CAP assessment of and policy responses to them.
* Contribute an expert or consumer perspective to the development of broadcast and non-broadcast advertising regulatory policy.
* Advise on plans for substantive changes to the UK Advertising Codes and associated guidance and on the fidelity of BCAP and CAP evaluation of responses to their public consultations on code changes.
* As appropriate, play an active part in getting the AAC to bring forward potential gaps or inadequacies in the UK Advertising Codes and associated guidance in seeking to ensure consumers are not misled, harmed or seriously offended by advertisements.
* Keep informed and up to date on the content of the UK Advertising Codes, developments in broadcast and non-broadcast advertising, and audience research and public opinion on such matters.

## Key Requirements

* Prior experience as a formally appointed Chair of a non-executive forum. Or, exceptionally, more than three years’ experience as a formally appointed Member of two or more non-executive forums and the demonstrable technical and person skills to be a successful Chair.
* Preference will be given to candidates who have experience of non-executive forums concerned with matters relating to public policy, consumer affairs, regulatory policy or social science.
* Knowledge of and interest in broadcast and non-broadcast advertising.
* Facilitating and strong listening skills to foster open and inclusive debates and effective discussions within a diverse and committed group.
* Ability to absorb and analyse complex information and discuss it clearly and concisely.
* Participate as an individual and not as a representative of interests, organisations or lobby groups.
* Internet access.