



ASA COUNCIL MEMBER

Role Description

Background

Council set-up

The ASA Council is, in fact, two Councils: one for non-broadcast advertising serving the Advertising Standards Authority Ltd; and one for broadcast advertising serving the Advertising Standards Authority (Broadcast) Ltd. Each Council is chaired by the ASA Chair and has 12 additional members. Members fulfil two roles: they are the jury who decide whether ads breach the Advertising Codes and they are the Board of the ASA Ltd and/or ASA (Broadcast) Ltd.

Eight of the members are Independent Members and four are Industry Background Members. The Industry Background Members have experience of the advertising and media businesses but serve in an individual capacity.

The eight Independent Members sit on both Councils. Three Industry Background Members, two from an advertiser background and one from an agency background, sit on both Councils. The remaining position on each Council is taken up by an Industry Background Member from either the non-broadcast or broadcast media, as appropriate.

Vacant position

The vacancy advertised is for an Industry Background Member. Career experience of advertising in non-broadcast media, in particular online, is essential. Experience of living and/or working in Wales is desirable. The successful applicant will serve on the Non-broadcast Council.

The adjudicatory role

The core role involves a weekly online task of reviewing, commenting and ruling on recommendations from the ASA Executive about cases. Once established, a Council Member might typically spend two or three hours a week on this task.

In addition, the Council meets monthly (except in August, when there is no meeting), mainly at our London office, but occasionally at other locations in the UK. Council meetings usually take place on a Friday with dates notified at least six months ahead. Proceedings usually begin at 10:30am and are completed by around 3pm.

The Board Director role

Council Members are also Company Directors of the ASA Ltd and ASA (Broadcast) Ltd (as appropriate) and therefore oversee the strategy and performance of those companies.

Other responsibilities

Council Members will also be asked to serve on one of the Council's sub-committees (e.g. the Risk and Audit Committee, the Appointments and Remuneration Committee or the Performance Review Committee) and/or attend meetings of CAP's advisory panels (the Industry Advisory Panel or the Promotional Marketing and Direct Response Panel). The Council committees generally meet on two occasions in the year and the CAP panels on perhaps three or four occasions.

On occasion, members will also be expected: to assist the Chair in entertaining visitors to the ASA; to take part in strategy conferences (either at the ASA's office or a location readily accessible from London); to attend one or two Council meetings or events a year in the nations and regions of the UK; and to take part in training.

Register of Interests

The Council maintains a Register of Interests, which can be inspected on application to the Company Secretary.

Timings

The successful candidates will be appointed to serve from 26 April 2019. Members of the ASA Council typically serve a maximum of two terms of three years each.

Training

There is initial induction training for new Council Members and Council is kept updated at their monthly meetings on developments in policy and regulation.

Remuneration

Members are paid an honorarium of up to £19,000 per annum (the maximum being for those living at a distance from London), plus the reimbursement of reasonable expenses.

Diversity

It is important that the ASA Council is widely representative. We welcome well qualified candidates who are able to devote the necessary time to the work. In particular, we welcome: candidates of any age, race, gender, sexual orientation or religion/belief; candidates with disabilities; candidates who live and/or work in England, Scotland, Wales or Northern Ireland, with experience of living and/or working in Wales particularly desirable at present.

Recruitment process and power of appointment

Candidates are appointed only after a thorough process that assesses them against the requirements of the role. That process involves short-listing and interviews and is undertaken by the Chair, supported by the ASA Chief Executive (for the short-listing) and Council Members and an independent person (who participate in the interviews). Appointments to the Council are made by the Chair, ratified by the appropriate Council.

In choosing Council Members, the Chair aims for complementarity of skills and background. There is no stereotype. All members of the Council are different and bring differing experience, knowledge and abilities.

The Chair's decision on appointments is final and no correspondence will be entered into once the decision is made.

Requirements

Judgement and analysis of complex material

Candidates should be able to demonstrate analytical skills and sound judgement. A study of the ASA's published rulings shows that Council has to deal with complex issues and a mass of detail. So far as possible, Council has to maintain a consistent approach to similar cases.

Independence

Whilst we seek Council Members from different backgrounds, we look for someone who is able to show a genuine independence of mind and approach. Candidates should, if possible, not be too prominently involved in day-to-day party politics (although political experience is not a barrier), nor in special interest or campaign groups that might prejudice their independent judgement in Council business.

Experience/knowledge

All-round experience and knowledge is better than narrow specialism. The most important quality is a critical approach to arguments and evidence. Council obtains external expert advice when it needs it, to assist all the members. That includes legal advice so legal qualifications are neither an advantage nor a disadvantage for Council membership.

Communication and listening skills

Candidates should be able to work effectively as a member of a deliberative Council. That means being able to put a case persuasively in a small meeting, while taking on board the perspective of others.

Engagement with Society

Council Members should have reasonable day-to-day contact with the public or parts of it. Anyone too withdrawn from the community would be unlikely to reflect wider opinion.

Media literacy

Candidates should be typical consumers of TV, radio, non-broadcast and online media. They should be interested in ads in all media. (The ASA is a 'one-stop shop' for complaints about ads in all media.)

Advertising awareness

Candidates should be interested specifically in the work of the ASA, as opposed to generalised public service. Candidates should be able to demonstrate awareness and understanding of advertising self-regulation and its purpose, provide some insight into current trends in the world of advertising and have a sense of the challenges facing the industry in the future.

IT literacy

Candidates should be online-literate. Council's weekly work is conducted online, rather than being paper-based. Successful applicants will have regular and reliable access to good-quality IT equipment, with a superfast broadband connection.

Availability/commitments

Candidates should have the time to devote to the task. Candidates must be able to commit to the weekly obligation of reading, listening to or viewing advertisements online, considering complaints, consulting the Codes and any guidance material, assessing recommendations and comparing similar cases.

Health/resilience

Candidates should be likely to be able to serve for at least one three-year term.