



PR Advisory Panel Member

Free2B Alliance is a London based community organisation, supporting LGBTQ+ young people and their parents.

We provide 1:1 and group services in schools and in the community including trans groups, with all of our provisions co-developed with our members. We challenge homophobia, biphobia and transphobia and we provide LGBTQ+ awareness training to schools and organisations to promote inclusivity.

We seek to provide safe spaces and champion empowerment, acceptance and a place where you are Free2B!

Our key outcome aims are:

- Improving wellbeing
- Building personal resilience
- Reducing social isolation

OUR VALUES



Listening: Encouraging participation & actively listening to our members

Collaborating: Strengthening the shared voice and championing Inclusion

Respecting: Celebrating diversity and respecting individuals

Educating: Challenging discrimination without confrontation

As Free2B continues to grow we recognise the need for PR expertise to help us best present Free2B as well as support us to navigate and often hostile media environment. We are seeking a person with PR experience to join our fabulous Advisory Panel.

Our Volunteer Advisory Panel supports our Board of Directors, offering advice and guidance relating to their sector specialisms.

FREE2B ADVISORY PANEL



AARON

Voluntary sector



SARAH

Marketing / comms



DUNNI

Human Resources



KYLA

Fundraising



KATELYN

Education / safeguarding

Responsibilities

- Highlight the opportunities and the risks around PR activities, and translate these to enable the board as a whole to make informed decisions.
- Have a clear understanding and appreciation of the reputational risks associated with ongoing day-to-day activities and offer expertise / guidance with regards to crisis communications and PR activity

Volunteer Role requirements

- Having sound judgment
- Knowledge and understanding of the LGBTQ+ sector and current challenges
- Experience of PR including crisis communications
- Experience of managing and mitigating reputational risks.

Time commitment

The panel usually meets once a year online/or in person and then adhoc queries are shared via email to the group or an individual panel member. Given the nature of this role it is difficult to estimate as it is largely responsive, but likely no more than one query per month at present.

If you are interested in joining our Advisory Panel, please do get in touch for an initial informal conversation: Lucie@free2b.lgbt | 07757 502 726