

Trustee

Candidate Information Pack

January 2025



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WELCOME

Welcome and thank you for your interest in becoming a Trustee of the BDD Foundation.

This is a pivotal time for our charity. As we continue to grow and expand our reach, we are seeking passionate and skilled individuals to help us shape the future. By joining our board of trustees, you will have the opportunity to:

- Contribute to our strategic vision and help us achieve our charity goals.
- Use your expertise to support our pioneering efforts in raising awareness and providing life changing support.
- Be part of a compassionate and dedicated team, impacting the lives of those affected by BDD.

We are looking for individuals who share our commitment to creating a better future for those affected by BDD. If you believe in our mission and are ready to bring your skills, experience, and enthusiasm to our cause, we would love to hear from you.

Dr Rob Willson
Chair of the BDD Foundation



ABOUT US

This is an exciting time to become a part of our journey as the **leading charity for Body Dysmorphic Disorder.**

At our core, we are driven by a powerful **Mission**: to shine a light on a condition that is too often misunderstood. By raising awareness, fostering community, and providing compassionate support, we aim to shatter stigma and alleviate the suffering caused by BDD. We believe in recovery and are dedicated to inspiring hope for those we serve.

Our **Vision** is ambitious but essential: a world where Body Dysmorphic Disorder is truly understood, and everyone impacted has timely access to the care, support, and treatment they need.

Guided by our **Values** - Hope, Community, Compassion, Pioneering, and Dedication - we strive to make a meaningful difference to all affected by BDD.

This is a crucial time for our charity. As we navigate an evolving mental health landscape, we are expanding our services, driving greater awareness, and working to secure better support for those affected by BDD. We are strongly committed to our efforts, but we cannot do it alone.

ACHIEVEMENTS

We are proud to share some of our recent milestones, which demonstrate our commitment to raising awareness of BDD, supporting those affected, and driving forward our mission. These achievements from the past year reflect the dedication of our staff, volunteers, and Trustees, as well as the incredible generosity of our supporters.

While this is only a snapshot of what we've accomplished, we invite you to explore our full journey and milestones by visiting [About Us page](#).

Relaunching Our Overcoming BDD Programme

Our Overcoming BDD Programme has been relaunched with a focus on providing accessible, evidence-based support for those living with BDD. This programme has become a cornerstone of our efforts to inspire hope and demonstrate that recovery is possible.

Hosting Our First Staff and Trustee Away Day

This year, we hosted our first ever Staff and Trustee Away Day, bringing together our team to connect, reflect, and plan for the future. This milestone marked an important step in strengthening our organisation, collaborating, and building shared goals for the future.

Securing Funding to Relaunch Our Beating BDD Podcast

Thanks to the generous support of The Big Give and our community, we have secured funding to relaunch our popular Beating BDD Podcast. This platform allows us to share inspiring stories, expert insights, and practical advice, reaching an even wider audience and providing stories of hope and recovery.

Welcoming Our First Full Time Staff Member

We are delighted to have recently welcomed our first full time member of staff, demonstrating our growth as a charity. This step improves our capacity to deliver on our mission and ensures that we can continue to expand our impact.

STRATEGIC GOALS

Having recently defined our mission, vision, and values, we are soon to take the next significant step: developing a strategy to guide our work.

Following the recruitment of new Trustees, we are preparing to meet as a full organisation to develop a new 5-year strategy that will guide us in our work towards greater awareness, stronger support systems, and more accessible care for those living with BDD.

This strategy will build on the foundations of our mission, vision, and values, and set clear priorities for how we grow, innovate, and amplify our work. From improving services and strengthening partnerships to advocating for systemic change, this strategy will be the blueprint for our work over the coming years.

As a Trustee, you will have the opportunity to play a meaningful role in the future of the Foundation. Your insights, professional experience, and dedication to our cause will be instrumental in ensuring our plans are both ambitious and achievable, while staying true to our core values.

We value transparency in everything we do and want prospective Trustees to know that this is an evolving journey. We are looking for individuals who will contribute their skills to help guide our future.

Whether you are experienced in governance or exploring your first Trustee role, if you share our passion for improving the lives of those impacted by BDD and are excited to help support in our next chapter, we warmly encourage you to apply and join us on this journey.

OUR TRUSTEE TEAM



Dr Rob Willson is Chairman of the BDD Foundation. He is a Cognitive Behaviour Therapist with a special interest in obsessional problems. He co-authored with David Veale and Alex Clarke the self-help book *Overcoming Body Image Problems including BDD*. He first became involved in research on BDD 20 years ago.

Dr Amita Jassi. Amita is Vice Chair of the BDD Foundation. She is a Consultant Clinical Psychologist and lead for the National Specialist BDD service for young people at South London & Maudsley NHS Trust. She has taught and trained nationally & internationally, whilst engaging with media to help increase awareness & understanding of BDD and related disorders. She has authored several books on BDD & published peer-reviewed papers in this field.



Dr Nicole Schnackenberg - Secretary. Nicole is a Child, Community & Educational Psychologist with lived experience of BDD. She is also a certified yoga teacher. Nicole currently divides her time between working as an educational psychologist in Southend, Essex, her position as a Director of the Yoga in Healthcare Alliance and her position as a trustee.



Joe Davidson - Treasurer. Joe is a Managing Partner of Fulcrum Asset Management. Prior to Fulcrum's launch, Joe worked at Goldman Sachs and previously within Schroders Investment Management. He has been a CFA charter holder since 2008. Since becoming Treasurer at the BDD Foundation, he has driven an overhaul of the charity's accounting systems and has supported management with his astute business acumen.

Dr Benedetta Monzani. Benedetta is a Senior Clinical Psychologist at the National & Specialist OCD, BDD & Related Disorders Service for young people at the Maudsley Hospital. Alongside her clinical practice, she continues to be actively involved in research into BDD and OC spectrum disorders.



Scarlett Bagwell. Scarlett worked for the Italian Trade Centre & American Airlines in Düsseldorf, Germany. Scarlett is now a stay-at-home mother of four, one of whom has suffered with BDD. She has had to fight the NHS system to obtain treatment for her daughter & has an extremely close insight into BDD and the struggles of supporting a BDD sufferer.

PATRONS



Lady Northampton. Tracy is an accredited Psychotherapist with over 25 years of experience in the field of mental health. Tracy has a great interest in the mind, body, somatic connection and is a committed student of yoga. Tracy became interested in BDD when one of her close relations was diagnosed with the illness while being treated by Professor David Veale and Rob Willson.

Professor David Veale. David is a Consultant Psychiatrist at the South London & Maudsley NHS Trust, where he directs a national specialist service for people with BDD and at The Nightingale Hospital London in Marylebone, . He is a Visiting Professor at the Institute of Psychiatry, King's College London. He has been researching BDD for nearly 20 years and has published about 40 scientific and teaching articles in BDD.



Danny Gray. He is the founder of JAAQ (just ask a question), an idea he had in response to the hundreds of people who contacted him looking for quality, accessible help on mental health, in particular BDD as he shares openly about his own experience. Danny is a passionate mental health advocate speaking to thousands of people every year.

Katharine A. Phillips, M.D. She is Professor of Psychiatry at Weill Cornell Medical College, Cornell University, & Attending Psychiatrist at New York-Presbyterian Hospital. Dr Phillips is a physician & scientist who has spent her career caring for patients & conducting scientific research studies on BDD. She is internationally renowned for her clinical expertise & her pioneering work on BDD.



ROLE OF A TRUSTEE

As a Trustee, you will play a crucial role in the governance and strategic oversight of the charity, ensuring that we operate effectively, achieve our mission, and comply with all legal and regulatory requirements. Trustees are collectively responsible for safeguarding the charity's assets, ensuring they are used exclusively to further our objectives, and overseeing the charity's financial health, including budgets, financial controls, and reporting. Acting with integrity and in the charity's best interests is at the heart of the role.

You will be expected to contribute your expertise to help the charity achieve its goals while ensuring compliance with charity law, safeguarding policies, and other relevant regulations. Trustees are responsible for managing risk and making strategic decisions that align with the charity's values and vision. This includes ensuring the charity remains financially stable and its operations are sustainable.

Ethically, Trustees are ambassadors for the charity, upholding its values and ensuring transparency and accountability to beneficiaries, supporters, and regulators. Trustees work collectively to make decisions, avoid conflicts of interest, and foster a collaborative and respectful environment.

We expect Trustees to attend and prepare for regular board meetings which are held quarterly, engage actively in discussions, and contribute their professional skills to strengthen our impact. As a Trustee, you will focus on strategic oversight while supporting the staff team's delivery of operational goals. To ensure you're fully equipped for the role, we provide an induction and ongoing support.

In joining us, you will help shape the future of our charity and the lives of those affected BDD. Together, we can make a profound and lasting difference.

KEY SKILLS & EXPERIENCE

To strengthen our board and support the growth of our charity, we have identified three key areas where additional expertise is needed:

- **Marketing**
- **Legal**
- **Fundraising**

Each of these areas play a vital role in helping us achieve our mission, enhance our impact, and ensure the charity's sustainability for years to come. In the following sections, we have outlined individual role profiles for each of these specialisms.

We welcome candidates from diverse professional backgrounds who share our commitment to supporting those affected by Body Dysmorphic Disorder. If your current or previous skills or experience align with any of these profiles, we encourage you to apply and join us in driving meaningful change.

MARKETING ROLE PROFILE

Role Profile: Trustee – Marketing Specialist

Purpose of the Role

We are seeking a Marketing Specialist to join our Board of Trustees and provide guidance on raising awareness of Body Dysmorphic Disorder and increasing engagement with our work. As the leading charity for BDD, our ability to reach and engage diverse audiences is essential to achieving our mission. Your expertise will help us amplify our voice, continue to bring awareness, strengthen our brand, and make meaningful change to the lives of those impacted by BDD.

We are looking for support in the following areas:

- Advise on the development of strategic marketing plans that align with the charity's goals and values.
- Offer guidance on effectively working with charity ambassadors and individuals in the public eye who are interested in supporting our work.
- Provide insights on engagement, social media, and techniques to expand our reach.
- Support the creation and refinement of media/ marketing campaigns to raise awareness of BDD and promote the charity's services.
- Help shape and strengthen the charity's brand identity and ensure consistent messaging across all channels.
- Provide mentoring and support to the charity's team or volunteers involved in marketing initiatives.
- Advise on effective marketing to increase fundraising activity and attract long term funding opportunities.
- Contribute to board discussions and decisions, bringing a marketing perspective to our planning.

Skills and Experience

We are looking for someone with:

- Professional experience in marketing, communications, public relations, or a related field, ideally with a focus on mental health.
- Strong understanding of BDD as a condition, the impact it has on those suffering and knowledge in how to effectively convey this to a diverse audience.
- Experience and knowledge in audience engagement and campaign delivery.
- Knowledge of or experience with charities or not-for-profit organisations (desirable).
- Strategic thinking skills with the ability to balance creativity and practical implementation, taking into consideration available resources and financial positioning.

Qualities

We are looking for someone who:

- Demonstrates strong empathy and engagement with the work of the BDD Foundation.
- Enthusiasm and passion for their involvement with the charity and making meaningful change.
- A collaborative and proactive approach, with a passion for our mission and values.
- A high standard of integrity, honesty, and professionalism.
- Willingness to share knowledge and listen to others, creating a respectful and constructive environment in all board discussions.
- Ability to maintain objectivity and act in the charity's best interests, even in challenging circumstances.
- A reliable and accountable individual who takes responsibility for their actions.

Time Commitment

The role will require attending quarterly board meetings (in person in London or virtually), alongside occasional participation in strategy/ away days or sub-committees. You may also be asked to provide ad hoc advice or support on specific marketing initiatives or upcoming charity campaigns.

Please note that this is a voluntary position, but any out of pocket expenses will be covered.

LEGAL ROLE PROFILE

Role Profile: Trustee – Legal Specialist

Purpose of the Role

We are seeking a Trustee with expertise in legal matters to join our Board. Your legal expertise will play an important role in guiding the charity's operations, ensuring we navigate legal expectations effectively, and helping us protect the interests of our beneficiaries, staff, and volunteers.

We are looking for support in the following areas:

- Advise the board and relevant staff members on legal matters, including contracts, governance, risk management, and compliance with charity law.
- Assist with the review and drafting of legal documents, including partnership agreements, policies, and other key contracts.
- Support the charity to meet its obligations under relevant legislation, including data protection (GDPR), employment law, and any charity specific regulations.
- Identify any potential legal risks and help to develop strategies to mitigate them.
- Advise on constitutional matters and ensure our activities align with the charity's governing documents and legal framework.
- Improve the Board's understanding of legal issues relevant to the charity sector, where necessary.

Skills and Experience

We are looking for someone with:

- Qualified solicitor, barrister, or legal professional with expertise in relevant areas, such as charity law, corporate law, employment law, or governance.
- Strong knowledge of the legal obligations of charities in the UK.
- A track record of providing clear and strategic legal advice.
- Understanding of data protection laws and GDPR compliance.
- Strong understanding of BDD as a condition, the impact it has on those suffering
- Relevant safeguarding practices.
- Experience of advising or working within the charity or non-profit sector (desirable).

Qualities

We are looking for someone who:

- Demonstrates strong empathy and engagement with the work of the BDD Foundation.
- Enthusiasm and passion for their involvement with the charity and making meaningful change.
- A collaborative and proactive approach, with a passion for our mission and values.
- A high standard of integrity, honesty, and professionalism.
- Willingness to share knowledge and listen to others, creating a respectful and constructive environment in all board discussions.
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Please note that this is a voluntary position, but any out of pocket expenses will be covered.

FUNDRAISING ROLE PROFILE

Role Profile: Trustee – Fundraising Specialist

Purpose of the Role

We are seeking a Trustee with expertise in fundraising to join our Board. As the leading charity for BDD, fundraising is central to our ability to deliver our core services, raise awareness, and reach more people in need. Your expertise will help shape and strengthen our fundraising plans, ensuring we build sustainable income streams to achieve our goals.

We are looking for support in the following areas:

- Provide strategic input into the charity's fundraising plans, identifying opportunities to diversify and grow income streams.
- Advise on best practices across various fundraising approaches, including individual giving, corporate partnerships, trust and foundation grants, and digital fundraising campaigns.
- Support the development of key relationships with donors, funders, and other stakeholders, acting as an ambassador for the charity where needed.
- Work alongside board members in ensuring fundraising activities comply with relevant laws, regulations, and ethical standards.
- Bring fresh ideas and help the charity to explore ways to generate income and engage new and existing supporters.
- Offer advice and oversight on major campaigns, including reviewing proposals and applications.

Skills and Experience

We are looking for someone with:

- Proven experience in fundraising, either as a professional or trustee, with knowledge of various income generation methods.
- Strong understanding of fundraising governance and compliance.
- Strategic thinking and the ability to provide expert advice and guidance to enhance the charity's fundraising efforts.
- Strong understanding of BDD as a condition, the impact it has on those suffering and knowledge in how to effectively convey this through funding applications.
- Experience working in or advising charities, particularly within mental health (desirable).
- Expertise in digital fundraising, including social media driven campaigns (desirable).
- A network of contacts in the corporate, philanthropic, or grant giving sectors (desirable).

Qualities

We are looking for someone who:

- Demonstrates strong empathy and engagement with the work of the BDD Foundation.
- Enthusiasm and passion for their involvement with the charity and making meaningful change.
- A collaborative and proactive approach, with a passion for our mission and values.
- A high standard of integrity, honesty, and professionalism.
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APPLICATION PROCESS

How to Apply

To apply for this role, please submit the following documents:

- An up to date CV outlining your relevant experience and qualifications.
- A cover letter of no more than 800 words indicating which role you are applying to, explaining why you are interested in the Trustee role, what you would bring to the board, and how your skills align with the needs of the charity.

Please apply via [CharityJob](#) by 5pm on 4th June 2025

Once the application deadline has passed, we will begin the process of reviewing applications. Our recruitment panel will carefully review all submitted applications. We will assess candidates against a scoring system, based on their experience, skills, alignment with the charity's values, and their ability to contribute meaningfully to the Board of Trustees. Shortlisted candidates will be contacted and invited to attend an interview.

Panel Interviews

Shortlisted candidates will be invited to a panel interview. The interview panel will include:

- Dr. Rob Willson (Chair of the Board)
- Dr. Amita Jassi (Vice Chair of the Board)
- Kitty Wallace (Managing Director)
- Gemma Ponting (People & Projects Manager)

The interview will provide an opportunity for the panel to get to know you better and for you to ask questions about the charity and the role. We will assess your skills, experience, and passion for our mission, and explore how you can contribute to our direction and growth.

Decision and Notification

After the interviews, the panel will make a final decision based on the interview performance and overall alignment with the charity's needs. If you are not selected, we will also contact you to thank you for your application and provide any relevant feedback.

Induction and Onboarding

Once selected, new Trustees will undergo a full induction process to ensure you are well informed about the charity's operations, governance, and strategic priorities. We will provide support as you settle into the role.

We are committed to ensuring a fair and transparent process, and we aim to provide a positive experience for all applicants.

EQUALITY & DIVERSITY

We are committed to promoting equality, diversity, and inclusion within our charity. We believe that a diverse Board of Trustees is essential for achieving our mission and ensuring we represent the communities we serve. We actively encourage applications from individuals of all backgrounds, experiences, and perspectives.

We particularly welcome applications from individuals who have direct or indirect **lived experience of Body Dysmorphic Disorder**. We believe that those who have experienced BDD first hand, or who have supported others living with the condition, bring invaluable insight, empathy, and understanding to the work we do. Your personal experience can help shape our charity's direction, making our services more responsive and relevant to the individuals we serve.

We are dedicated to creating a welcoming, inclusive, and supportive environment for all our Trustees, ensuring that each individual feels valued, heard, and able to contribute their unique perspectives. If you require any accommodations or support during the application process, please do not hesitate to get in touch.

CONTACT INFORMATION

If you have any questions in relation to the outline role profiles or the application process, please contact:

Kitty Wallace (Managing Director) on kitty@bddfoundation.org

Gem Ponting (People & Projects Manager) on gem@bddfoundation.org