



British Heart
Foundation

Regional Business Board Member Role Description

Job title	Regional Business Board Member
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Date	December 2025
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About Regional Business Boards

Regional Business Boards (RBBs) exist to support British Heart Foundation (BHF) in harnessing the power of the local business community to help stop heart disease, save more lives and support everyone to live a longer, healthier life.

Made up of influential business leaders and individuals with a strong connection to cause, these volunteer boards operate on behalf of BHF, leveraging support from their networks to raise substantial funds and awareness. Additionally, their members may be engaged to provide strategic advice, and will act as ambassadors for BHF's mission.

Role summary

As a Member of the Regional Business Board (referred to as 'the Board' here on in) you will support the Board Chair and work alongside BHF's Community Fundraising Team to build stronger corporate networks and grow income to help fund life-saving research.

A strong team player, you will contribute to the development and delivery of a calendar of activity which engages the local business community, raising funds to help us achieve our vision of a world where everyone has healthier hearts for longer.

A passionate advocate and ambassador for BHF, you will actively engage your networks and champion BHF's cause and campaigns within your sphere of influence. In addition to securing support for your programme of Board activity and events, you will inspire and enable introductions to a pipeline of prospective corporate partners in support of our staff-led partnership fundraising ambitions.

Key responsibilities

Membership of the Regional Business Board

- To participate fully in meetings of the Board, supporting the Chair and BHF's Fundraising Manager as appropriate.
- Consistently deliver against agreed actions, taken from Board meetings.
- Actively engage with opportunities to cultivate support the local business community.
- Communicate openly any actual, potential, or perceived conflict of interest in relation to your position on the Board.

Developing and building BHF's external profile and interests

- Support BHF to secure income from the local business community by hosting / delivering a calendar of events.
- Open new avenues of income generation through personal and business connections and introductions to BHF fundraisers.

Time commitment

- On average c.3 hours per month, most of which will be remote.
- To attend as many Board meetings as possible – a minimum of 4 a year – which would be typically 2.5-3 hours per meeting (in person, virtual or hybrid)
- On an ad-hoc basis as required, host or attend key meetings and functions.

Term of office

- Two years, thereafter renewable for subsequent terms with mutual agreement between BHF and the Board.

Remuneration

- The role is an unremunerated voluntary position, but reasonable expenses will be met.

Person specification

Knowledge, training and experience

Essential

- Strong career profile, skill set to complement existing Board membership and the necessary gravitas to represent BHF within the local business community.
- Possess networks and contacts capable of accelerating BHF's income generation through support of Board activity and events as well as identifying and introducing prospective corporate partners.

Desirable

- A strong, personal connection to our cause and mission. To be able to demonstrate a strong and visible passion and commitment to BHF, its strategic objectives and cause
- Experience of Chairing or membership of a similar fundraising board or committee.

Skills and attributes

- Authentic leader able to provide clear direction and cultivate an environment that will enable the Board to perform at its best.
- Exceptional communication and relationship building skills.
- A collaborative approach to working with people at all levels of the organisation.
- Strong networking capabilities that can be utilised for the benefit of the charity.
- Strong ambassadorial skills, including the ability and presence to promote BHF's mission with confidence and authority.
- Ability to think creatively above and beyond immediate requirements to foster an innovative approach to BHF's corporate activities.

- Ability to influence and persuade others, including senior leaders, and to build consensus within a group.
- A curiosity and appetite to understand, as well as an affinity for, scientific and medical research.
- Role model our values, and demonstrate passion, idealism, integrity, and a positive mission-driven attitude.

Conflict of Interest

As the UK's largest non-commercial funder of cardiovascular research and an independent source of health information for millions of heart patients, it is important that our senior volunteers do not hold any position that could present a conflict of interest. A conflict of interest is any situation in which an individual's personal interests or loyalties could prevent, or could be perceived to prevent, that person from making a decision which is in the best interests of the BHF. We would encourage applicants to raise any potential conflicts during the application process.

Safeguarding

At the British Heart Foundation, we are committed to creating a safe and rewarding environment for all of our people to work and volunteer. This means we have a robust safeguarding policy to ensure everyone is treated properly, and a whistle blowing service so people can raise any concerns they have confidentially.

Equality, Diversity and Inclusion

BHF recognises the importance of board diversity and in seeking to attract the best talent and expertise is committed to increasing diversity across its board and wider committee structure.

Our Values

			
Brave	Informed	Compassionate	Driven
We speak out We're decisive We're innovative	We work together We're clear We're curious	We're open & honest We respect others We promote our cause	We're focused We're determined We keep learning