



# Vacancy Information Pack

**Post No: 2WTMC01**  
**Job Title: Trustee - Marketing and  
Communications**

Support for those affected by sudden death in young people

# Welcome from Rhian Mannings

## MBE, Founder and CEO



Thank you for your interest in the role of Trustee at 2wish, it is my pleasure to extend a very warm welcome to you as you consider joining our organisation.

2wish was founded on the belief that no one who loses a child or young person suddenly or unexpectedly does so without the offer of support to help them through the darkest days.

Since 2012, 2wish has received over 1700 referrals for children and young people who have sadly died much too soon. We have supported over 8000 individuals and offer support in the immediate aftermath and longer term so that our families know we are always there, in the days, months and years to come.

We are an organisation with family and community at the heart of everything we do. Our families, volunteers, ambassadors, supporters and staff all make a difference and we all share one common belief; that no family should be left without the offer of support.

### **Would you like to join us and make a difference?**

If you feel passionate about supporting those suddenly bereaved and have the skills we're looking for, we'd love to hear from you.

Thank you for your interest in this role.

A handwritten signature in black ink that reads "Rhian Mannings". The signature is written in a cursive style with a large, looping 'M'.

**Rhian Mannings MBE**  
**Chief Executive Officer and Founder**

# Role Description:

- Remuneration:** This position is not remunerated but Trustees can claim reasonable out of pocket expenses incurred fulfilling the duties of the role.
- Location:** Our Head Office is in Llantrisant, South Wales. Meetings take place on-site, as well as on Zoom/Teams.
- Time Commitment:** We estimate that the role requires a time commitment of 1-2 days per month. All Trustees are expected to attend meetings every two months (usually 6.30pm -8pm), an annual away day, up to four charity events a year and the Annual General Meeting.
- Other information:**
- Meetings can be online or in-person.
  - Trustees are expected to undertake some work in between meetings to fulfil their responsibilities. This includes preparation for Board meetings, fulfilling actions assigned at meetings, providing active support to the executive team where expertise can add specific value, and taking part in training and development.
  - Some Trustees sit on sub-committees, working groups or panels (e.g. Finance, People and Culture, etc.)
  - Trustees are usually appointed for a term of four years with the possibility of reappointment for a further term.

## Background of 2wish:

In 2012, Rhian lost her son, George, suddenly in an emergency unit in South Wales. Despite the amazing staff, who showed support and empathy at the time of death, the family walked out into the dark of the night with nothing, heard from nobody and were left alone to deal with the shock and trauma. Five days after her son passed away, her husband Paul died by suicide, inconsolable and consumed in grief. Still nobody came. 2wish (formally 2 Wish Upon A Star) and the following support services were established as a result of this tragedy and are today implemented in partnership with every health board, hospital, police force, coroner's office and mental health team across Wales.



## Objective:

2wish exists to provide support to anyone affected by the sudden and unexpected death of a child or young person aged 25 and under.

## Aims:

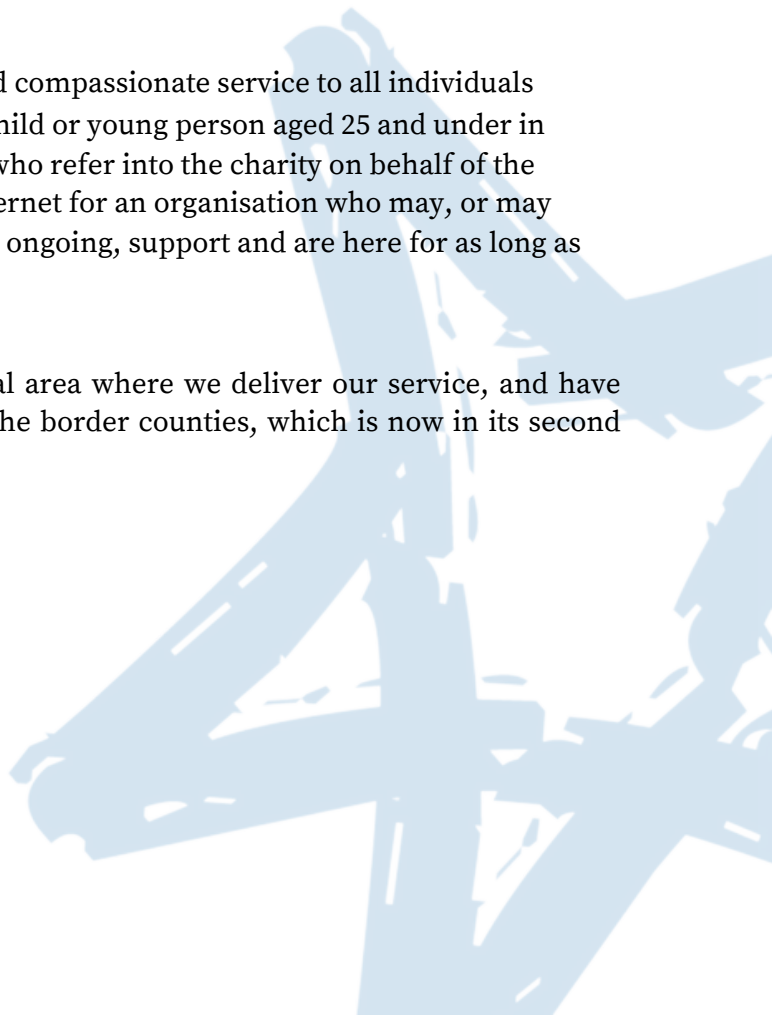
- Ensure every Emergency Department and Critical Care unit has a suitable bereavement suite
- Ensure that bereavement boxes are available at each of these hospitals
- Ensure that immediate bereavement support is available for all affected by the sudden death of a child or young person
- Provide a professional counselling service and other therapies for those affected by the sudden death of a child or young person
- Provide support to individuals who witness the sudden death of a child or young person
- Provide support and training to professionals from any sector who may be affected by the sudden death of a child or young person
- To advocate and campaign on behalf of suddenly bereaved families

## 2wish Cymru and 2wish:

2wish has been established since 2012 and has grown from strength to strength. During this time, we have worked tirelessly to embed our service and ensure that the offer of support is made at the point of death.

We offer an immediate, consistent, high-quality and compassionate service to all individuals affected by the sudden and unexpected death of a child or young person aged 25 and under in Wales. We work in partnership with professionals who refer into the charity on behalf of the families, so they don't have to trawl through the internet for an organisation who may, or may not, be able to support. We provide immediate, and ongoing, support and are here for as long as our families need us.

At the start of 2024, we expanded the geographical area where we deliver our service, and have recruited a new team to support service users in the border counties, which is now in its second phase.



## Purpose of role:

The purpose of this role is to provide strategic oversight and expert advice on marketing and communications, helping 2wish to amplify its voice and deepen its impact. The Communications Trustee will bring a dynamic blend of strategic thinking, creativity, and sector expertise to support the charity's mission and growth. Through their guidance, they will help enhance the charity's visibility, strengthen its brand identity, and drive meaningful engagement across digital and traditional platforms.

The role is voluntary but reasonable expenses may be claimed. Over and above the time commitment expected of trustees, it is likely that the role will entail approximately 10-15 hours a month on average.

## Main Responsibilities:

### **Strategic Visibility**

- You will play a key role in raising awareness of 2wish's mission, helping us reach wider audiences through well-planned campaigns and meaningful media engagement.

### **Brand Strengthening**

- You will offer expertise in brand development, ensuring 2wish maintains a consistent, emotionally resonant identity that reflects its values and connects with its community.

### **Fundraising Support**

- You will support the development of engaging fundraising communications, helping to shape initiatives that inspire donors and build lasting relationships.

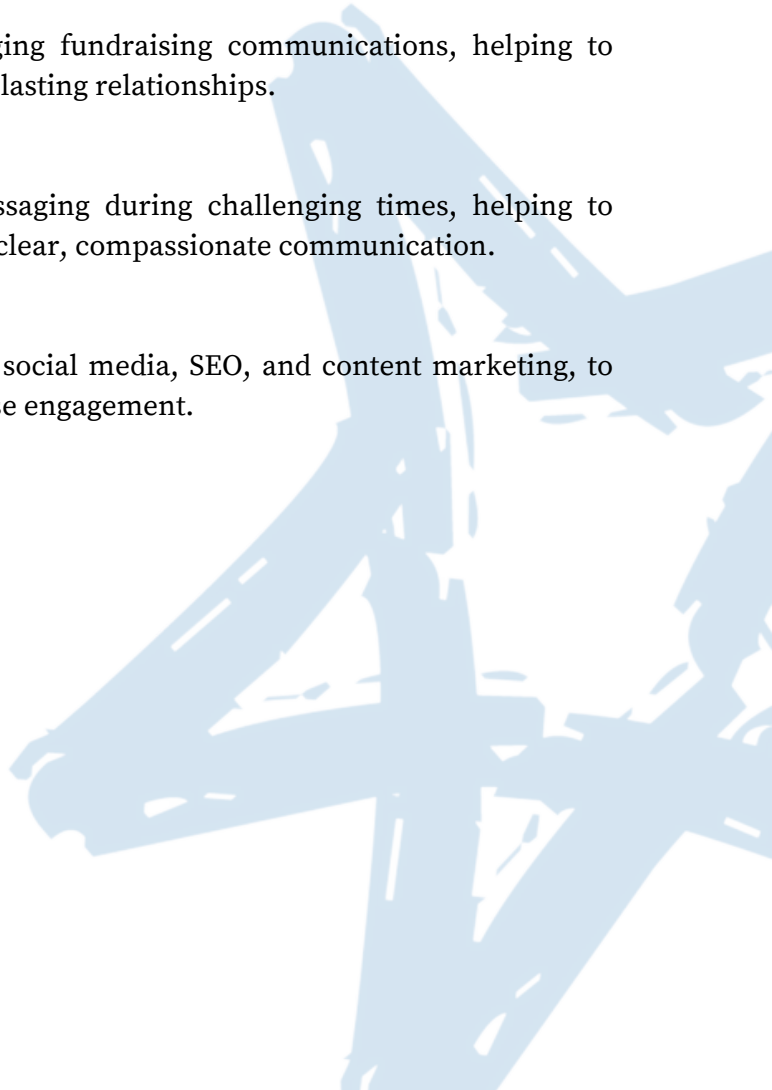
### **Crisis Communication**

- You will provide guidance on sensitive messaging during challenging times, helping to safeguard the charity's reputation and ensure clear, compassionate communication.

### **Digital Growth**

- You will advise on digital strategy, including social media, SEO, and content marketing, to help grow 2wish's online presence and increase engagement.

**This role is subject to a DBS check.**



## Person Specification:

**We are seeking applications from suitably qualified and experienced people who can demonstrate:**

- Enthusiasm for the charity and a strong commitment to its purpose.
- Ability to think strategically, focusing on key issues, whilst also understanding and supporting the practicalities of operating an independent charity.
- In-depth understanding, and, ideally, first-hand experience, of what constitutes best practice in charity.
- Act with reasonable care and skill, giving time, thought and energy to your role.
- To serve as an additional promoter of 2wish in the community, acting as an impactful ambassador and demonstrating a willingness to always act in the best interest of the charity.
- Ability to build on existing networks and offer sound, independent judgement and the ability to think creatively.
- Ability to inspire and contribute to a high performing Board and to build a close and productive relationship between other Board members, the CEO and staff.
- An understanding of the wider policy context in which the charity operates, including the bereavement and health and social care sectors.
- Willingness to actively participate in discussions concerning the needs/goals of the charity.
- An understanding of the challenges facing small businesses and charities.

## How to Apply:

To apply for the role, please send a CV and cover letter detailing your relevant experience, why you are interested in the role, and how you meet the role description to **hr@2wish.org.uk**.

Please provide the names and contact details of two independent referees who are able to comment on your suitability for the role. If you would like to discuss the role informally before applying, we would welcome this approach.

The deadline for applications is **19<sup>th</sup> September 2025**. Interviews will take place thereafter. Only those applicants that have been shortlisted will be invited for an interview.

Please let us know in your application if these arrangements present any difficulties for you so that we can look at alternatives or adjustments. Following the interview, the panel will recommend successful candidates to the Board for appointment.



# A Family Story by Ady Smith - Ella's Dad

The 13th of June 2021 was a wonderfully sunny day. Little did we know that, before the day would end, our lives would be thrust into despair and changed forever. Our beautiful daughter, Ella, had been enjoying the day with friends, before she was involved in a road traffic collision and tragically lost her life at the scene of the accident. In a cruel twist of fate, I was one of the responding Fire Service personnel.

Ella was a caring young lady who had a heart of gold and would go out of her way to help others, could be described as a social butterfly, and loved her family and friends. Ella always had a smile on her face, was a bit of a prankster, and always full of fun.

In the immediate hours following Ella's death, we were being supported by our Family Liaison Officers (FLO) when she asked, what upon reflection was such a vital question; "Would you be happy for us to refer you to the charity 2wish?" The FLO went on to explain a little about the charity, although we had some awareness of their work from their social media channels.

At this point we were in a daze, we didn't know what to do or where to turn, within less than 24 hours 2wish had dropped into our lives (and have been with us ever since). Nicole contacted us and provided a sense of calm in what we would now describe as a time of complete chaos.

The 2wish team visited Ella and were able to provide us with memory boxes that included her handprints and a lock of her hair, this is something we thank them so much for. The boxes bring us great comfort and we believe they will continue to do so as we move forward with our lives in a very different way, carrying our loss.

The support didn't and hasn't stopped there, through the charity we have all been supported by bereavement counsellors and this has also extended to wider family and very close friends of Ella's. Ella's brother has been supported by Ellie, the young person coordinator, and he finds these sessions a welcome break and an opportunity to talk. Ella's sister, whilst not having support currently is aware it is there when needed no matter how far in the future. I have been receiving specialist PTSD counselling arranged by 2 wish and have attended complementary therapy sessions organised by the charity too.



A standout memory for us would be the video message Ella's brother received from Dan Biggar (his hero), the happiness in his eyes will long live with us all, and something we will never be able to thank 2wish enough for.

Every one of us has had different needs, the staff at 2wish have been amazing, they have gone out of their way to find solutions to our challenges, and we honestly do not know where we would be without their support, guidance, and friendship.

Through tragedy we have connected with some wonderful people, 2wish will always be there for us, as a family we will always be there to support the charity, raise money, and attend events to ensure the amazing work they do continues. The impact they have had on our lives can't be measured and we want to help ensure other families benefit in the way we have.