**Members of the Advertising Advisory Committee – Role description**

**Independence criteria**

The Members of the Advertising Advisory Committee (AAC) must be independent of the advertising and media industries. Independent means someone who is not, and has not been engaged in the recent past, primarily in the business of marketing communications by virtue of current or previous employment or directorship.

## Role

* Analyse Committee papers on the effectiveness of the UK Advertising Codes in preventing detriment arising from advertising. Advise from the perspective of citizens and consumers on BCAP and CAP assessment of gaps or inadequacies in the Codes and policy responses to them.
* Advise on plans for substantive changes to the UK Advertising Codes and associated guidance and on the fidelity of BCAP and CAP evaluation of responses to its public consultations on code changes.
* Contribute an expert or consumer perspective to the development of broadcast and non-broadcast advertising regulatory policy.
* As appropriate, proactively bring to the attention of the AAC potential gaps or inadequacies in the UK Advertising Codes and associated guidance in seeking to ensure consumers are not misled, harmed or seriously offended by advertisements.
* Keep informed and up to date on the content of the UK Advertising Codes, developments in broadcast and non-broadcast advertising, and audience research and public opinion on such matters.

## Key Requirements

* Demonstrable interest in public policy, consumer affairs, regulatory policy or social science and knowledge of and interest in broadcast and non-broadcast advertising.
* Commitment to influence the Codes’ formulation and policy in a responsible and informed manner as part of a group.
* Open to and supportive of debate. Facilitating and strong listening skills to help effective discussions within a diverse and committed group.
* Ability to absorb and analyse complex information and discuss it clearly and concisely.
* Participating as individuals and not as representatives of interests, organisations or lobby groups.
* Internet access.