

# Trustee with Marketing

## *Role Description*



This Trustee will work closely with the other Board members and will guide on marketing strategies, branding & profile, fundraising opportunities and will advise on ways to maximise the profile and reputation of the charity. An “ideas” person: enthusiastic, committed and a clear thinker with an eye on commercial opportunity but also an understanding of the needs and aspirations of the charity and an empathy with the charitable and voluntary sector overall. They will need to appreciate the constraints of the Partnership’s funds and resources to support marketing functions. In addition to the general responsibilities of a Trustee listed separately, duties of the **Marketing Trustee** will include the following:

### **Key Responsibilities for the Marketing Trustee**

- Assist on the development of the Partnership’s strategic plans and advise on marketing driven actions to support and help implement these
- Guide and support the Partnership through a process of re-branding, identity change and advise on the development of a suite of communications to support the brand change, whilst maintaining our current reputation and standing
- Offer ideas on improving the attractiveness of the Partnership to current and potential funders and stakeholders – particularly in relation to encouraging unsecured funding to support the core functions of the charity going forward
- Support and guide the Partnership through the unchartered waters of pursuing corporate sponsorship and funding – including assistance with presentations and pitches
- Guide on new fundraising ideas and on new ways to encourage and manage donations through different routes including online platforms
- Help to identify free or cost-effective marketing initiatives and tools to support the marketing plans, where possible with automated activity to help stretch current staff resources (e.g. scheduling tools for social media accounts)
- Advise on campaigns to raise profile and/or encourage funding streams – including how best to implement
- Guide on any data protection and GDPR compliance in relating to marketing activities (e.g. cookie polices, development of mailing lists etc)
- Identify a realistic annual budget from the Partnership’s funds to help support and maintain good marketing and communications activity
- Offer guidance on the development of marketing materials, if and when required
- Sitting on appraisal, recruitment and disciplinary panels as required

### **Person specification for the Marketing Trustee (in addition to the general Trustee attributes)**

- Proven Marketing Experience (with or without qualification)
- Practical knowledge of marketing with skills in digital media marketing highly desirable to help develop the Partnership’s digital, outward facing communications
- Knowledge of free/cost effective digital tools such as mail chimp (for newsletters and mailing lists), building and maintaining social media identity, website/SEO would be a distinct advantage to help stretch the marketing budget and support the Partnership to make a step change to a stronger digital identity
- A knowledge of both the commercial world combined with an insight into the challenges faced by charities and voluntary sector
- Experience of attracting corporate sponsorship/support and development of successful pitches
- Event Marketing/Management experience also an advantage (for commercial opportunity and sharing of best practice/training)
- A willingness to be available to staff for advice and enquiries on an ad hoc basis
- Knowledge and experience of legal aspects of marketing in today’s world desirable (GDPR, Data Protection etc)
- Availability to attend face to face or virtual quarterly Board and Management meetings and be willing and able to offer time and expertise voluntarily