

Role Title: Marketing and Communications Trustee

Key contacts: CHV Chair and Board of Trustees, and senior staff and volunteers

Background: A background in all or some of these areas Marketing, Communications, Digital Media, Advertising, Governance

Role Summary

To develop and implement an integrated strategic marketing and communications plan to advance brand identity of the organisation

To broaden awareness of the charity's values and priorities, and increase its visibility and accessibility across a wider audience

Main Responsibilities

- Develop market position and brand of the charity to a variety of audiences in order to enable it to fulfil its mission and aims
- Create a marketing/public relations strategy that will allow the organisation to cultivate and enhance meaningful relationships with targeted, high-level external audiences including the media and key influencers
- Work with the Trustees, staff and volunteers to recognise internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them
- Oversee the ongoing development of the organisation's marketing and communications strategy in conjunction with management and the Board
- Serve as communications spokesperson on behalf of the Trustees when required
- Oversee the implementation of the marketing and communications strategy

Qualities of a Trustee

Essential

- Minimum of five years' experience in Marketing and Communications, preferably at a senior level
- Demonstrated leadership and management, communication and presentation skills
- Experience of business, commerce or industry and handling government contracts
- Experience of the strategic use of social media as effective communication mechanisms to support services and activities
- Application of marketing strategy to charitable/not for profit organisations
- Excellent team player and creative problem-solving

Desirable

- Experience of working within the charity, voluntary and public sector
- First-hand experience of or a strong interest in support for older people

Time commitment

- One to two days a month including Board meetings (every six weeks)
- In due course, you may also be a sub-committee member and attend specific meetings
- We seek someone who can commit to a minimum of two years to CHV