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|   | **Volunteer Role Description**  |



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| **Volunteer Role Title:** | Marketing Trustee (**Marketing and Communication)** |
| **Reporting to:** | Chair - Board of Trustees  |
| **Location:** | Remote with some visit to services hubs across three counties (Oxfordshire, Gloucestershire and Hertfordshire) |
| **Commitment:** | Trustees share a collective responsibility for the effective governance and development of Guidepost Trust UK. Setting the Charity’s strategy and major policies in accordance with the charity's mission, vision and values. **They are responsible for:*** monitoring performance against the Charity's strategic aims and objectives.
* scrutinising the management of risks
* fulfilling the statutory governance obligations
* high level ambassadors for the charity.
* fully embody our values, including respecting the privacy and dignity of those we care for.

Trustees are appointed for an initial term of one year, followed up by up to three subsequent terms of up to three years (maximum of ten years).In terms of commitment, our Board meets five times a year. These meetings take place virtually or in person. The work of the Board is further supported by sub-committees meeting up to three or four times a year, either in person or virtually. Trustees are expected to attend all meetings, where possible, as well as to join suitable sub-committees/ groups, based on their skills and expertise. We also encourage Trustees to engage in other activities where possible to support the work of the Charity.In turn we hugely value their support and work with all our Trustees to shape their role around their skills and interests. |
| **Why we need volunteer/s** | The Board is seeking to expand its current membership to support the ongoing growth and development of the Charity (in line with the board of Trustees vision) and the organisations values, mission, and vision. This will include supporting the board and Charity. We are seeking a communication expert to advise the board and the Operational Leadership Team how we can further enhance our engagement and awareness to deliver its aims. Our new Trustee will have strong background in a related field such as, brand development, marketing, advertising or PR.Operate ethically, supporting the charity’s development and guide it towards long-term sustainability and success. They will inspire and promote a positive culture, supporting business development, and raising the profile of existing services.  |
| **Tasks / Activities** | **Key Trustee Responsibilities** 1. A good understanding of charity governance to be able to contribute constructively and cross collaborate, with a hands-on approach.
2. Passion for our vision for serving people with complex mental and emotional needs, less abled preferably (although not essential), personal experiences.
3. Independent judgement and integrity
4. Advise on campaigns, building reach of the Charity. Experience of social media, SEO desirable.
5. Excellent interpersonal skills
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| **Requirements:** | 1. Professional qualification or equivalent
2. Management experience or qualification, desirable If NHS, public, charity sector.
3. Knowledge of Charity’s Commission, compliance, governance and fundraising.
4. Experience of working with trustee board and its committees, or experienced Trustee, Community Engagement work.
5. Excellent communication and interpersonal skills
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| **Qualifications / Skills:** |  | **Essential** | **Desirable** |
| Professional qualification in marketing and communication |   | √ |
| **What’s in it for you:** | We provide exciting opportunities for them to engage with the Charity’s work; provide support for all new Trustees through a full induction; and offer ongoing support from our CEO and senior management teams. |
| **Contact Details:** | For further information please contact our Trustee Mariam Ahmed: mahmed@guidepost.org.uk |
| **Other information:** | This is a voluntary position; travel expenses will be reimbursed. All staff are ambassadors for Guideposts and as such may be required from time to time to assist managers and fundraising in the promotion of Guidepost and its work.All staff have a responsibility to look after the Health and Safety not only of those people who use our services but for themselves and their colleagues and should follow Guideposts Health and Safety Policy and Procedures. Guideposts is an Equal Opportunities employer. This job description is not exhaustive, and guidance only, for the trustee in understanding their key responsibilities.Closing date: 25th October 2024.Interviews will be held in November (dates to be confirmed) with the Chair and Board of Trustees.  |