



MARKETING AND COMMUNICATIONS TRUSTEE ROLE DESCRIPTION

Role Summary

- The Marketing and Communications Trustee will act as a source of expertise and support, which will be crucial in developing and implementing a strategic marketing and communications plan to advance The Ripple Pond's brand identity, broaden awareness of who we are and what we do, and increase visibility to a wider audience.

The duties of a trustee are as follows:

- Ensuring that the charity pursues its stated objects (purposes), as defined in its constitution, by developing and agreeing a long-term strategy
- Ensuring that the charity complies with its constitution, charity law and any other relevant legislation or regulations
- Ensuring that the charity applies its resources exclusively in pursuance of its charitable objects, for the benefit of its beneficiaries
- Ensuring that the charity defines its goals and evaluates performance against agreed targets
- Ensuring the effective and efficient administration of the charity, including having appropriate policies and procedures in place
- Ensuring the financial stability of the charity
- Protecting and managing the property of the charity and ensuring the proper investment of the charity's funds
- Approving major actions of the charity, such as capital expenditure over authorised limits and major changes in activities and services
- Ensuring that the organisational strength and staffing is equal to the requirements of its long-range goals, as set out in the strategy
- Scrutinising board papers, leading discussions, focusing on key issues, providing advice and guidance on new initiatives, or other issues in which the trustee has special expertise
- Championing the work of The Ripple Pond.

Marketing and Communications Trustee Responsibilities

- Assess current marketing and communications practices within the charity and make recommendations to The Board and staff that will aid in the growth and development of the charity
- Support the ongoing development and implementation of the marketing and communications strategy



- Support and encourage the Director and the Marketing and Communications Officer, to broaden awareness of the charity's mission and increase its visibility across a wider audience
- Support the Director and the Marketing and Communications Officer, to develop the charity's brand
- Enable The Board and staff to recognise and capitalise on internal and external communications opportunities
- Provide The Board with marketing and communications advice and guidance, drawing on your skills and experience, to enable The Board to make sound decisions.

Person Specification

- Substantial experience of working in a senior role within a charity sector marketing and communications environment
- Experience of delivering successful, integrated appeals and campaigns through a range of marketing channels
- Experience of acting as a brand champion at senior strategic level and engaging with key internal and external stakeholders to optimise and drive brand opportunities
- A track record of success in managing a strategy to increase profile and awareness nationally
- Experience of managing and mitigating reputational risk
- An understanding of the UK charity sector, good governance, the Charity Commission, relevant legislations and statutory requirements
- Strategic vision
- A commitment to supporting the Armed Forces community
- A willingness to devote the necessary time and effort to the role
- Excellent networking, influencing and communication skills
- Good, independent judgement
- An ability to think creatively
- A willingness to speak your mind
- An understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship
- An ability to work effectively as a member of a team.



Further Details

- The charity is based in Aldershot, Hampshire. Board meetings are either held in Aldershot, or London, at least four times a year (once per quarter).
- The length of term is 3 years, with an annual appraisal.
- This role is voluntary, but all reasonable expenses will be reimbursed.