

Portfolio	Marketing and Communications
Overview	<p>In addition to having the collective responsibility to oversee the work of the charity, some individual trustees will hold a portfolio of personal responsibilities for which they will act as the champion and are expected to take the lead.</p> <p>This portfolio relates to Marketing and Communications.</p> <p>We are a small local charity and recognise the need to reach out to potential users of our services who are currently unaware of what we do, and to potential partners who can help us in the delivery of our services.</p>
Reporting lines and Accountability	<p>The trustee board collectively, and trustees individually, are appointed by and accountable to the membership at formal meetings, generally the AGM. The work of the board is co-ordinated and led by the Chairman. A trustee undertaking specific responsibilities may report to the Board or a sub committee.</p>
Responsibilities of the portfolio holder	<ul style="list-style-type: none"> • to take the lead on the strategic and operational areas of marketing, communications and public relations for the charity; • to develop a marketing and communications strategy that pursues the stated objects of the charity in accordance with its mission and values; • to increase the charity’s visibility and profile and broaden public awareness of our services; • to identify and communicate effectively with potential users and potential supporters including the collection, analysis and interpretation of usage data; • to implement marketing initiatives to increase user numbers, increase equipment use and sales and thereby ensure the continued future viability and stability of the charity; • to develop communication campaigns, publications, press and media engagement including digital and social media and advertising; • to develop the brand and brand position and act as brand guardian across all marketing materials and initiatives; • to develop and manage the charity’s website and other contact platforms; • to work collaboratively with other trustees and stakeholders both internally and externally; • to report to the Board on issues within the portfolio holder’s responsibility.
Other Responsibilities	<p>The primary role of a trustee is to ensure the charity stays faithful to its stated objects, ensures its finances are used appropriately and that the charity fulfils its legal obligations. These are set out in more detail on a separate document.</p>

Background, knowledge and experience	<p>The portfolio holder needs to be professionally competent and experienced in the areas of marketing and communications at strategic and operational levels.</p> <p>Experience of engagement in the voluntary sector is desirable.</p>
Time & Commitment	<p>In addition to their input as a general trustee, a portfolio holder will be expected to have both the time and commitment to properly undertake the role. This is likely to be of the order of 1-2 days per month. Our shops operate business hours Mondays to Saturdays. Meetings are generally held locally during the day.</p> <p>The role is voluntary and unpaid. Expenses actually and necessarily incurred may be refunded on request.</p>
Want more information?	<p>Email Chairman, Mike Joyce at chairman.haveringshopmob@gmail.com Or telephone on 07952 315301</p>