

Marketing Trustee Role



Summary

Sturge Weber UK is a volunteer-driven charity committed to supporting members and enhancing the lives of individuals living with Sturge Weber Syndrome. This lifelong condition impacts not only those diagnosed but also their caregivers. We aim to raise awareness, foster engagement, and strengthen our reach through impactful marketing and communication strategies.

Statutory Duties of a Trustee

As a member of the board of trustees, you will share responsibility for:

- Ensuring the charity's overall governance and strategic direction.
- Safeguarding the charity's financial health and transparency.
- Upholding the integrity of the charity's activities.
- Developing and achieving the organisation's aims and objectives, in line with its governing document and legal and regulatory standards.

Additional Responsibilities of the Marketing Trustee

In addition to the general trustee responsibilities, the Marketing Trustee will:

- Develop and oversee the charity's marketing and communication strategy.
- Increase awareness of Sturge Weber UK and its mission through innovative campaigns.
- Manage and create engaging content for social media platforms, newsletters, and other communication channels.
- Collaborate with the Fundraising Trustee to promote events and campaigns.
- Monitor and report on the performance of marketing efforts, providing insights and recommendations.
- Work to enhance the charity's brand presence and ensure consistency in messaging.
- Engage with members and stakeholders to amplify their voices and foster relationships.
- Provide guidance on website updates and improvements, including maintaining the members-only access section.

- Identify opportunities to collaborate with external organisations and partners to expand outreach.
- Carry out any other duties relevant to the charity's marketing and communications needs.

Accountability

The Marketing Trustee will report directly to the Chair and the Board of Trustees.

Person Specification

Essential:

- Availability to volunteer 2+ hours weekly.
- Ability to work effectively as part of a team.
- Strong knowledge and experience in marketing and communications.
- Creativity and ability to develop innovative campaigns.
- Effective administrative and organisational skills.
- Proficiency in social media management and content creation.
- Clear and engaging communication skills tailored to different audiences.
- Availability to attend both face-to-face and Zoom meetings.
- Willingness to travel when required for the role.

Desirable:

- Knowledge of Sturge Weber Syndrome and its impacts.
- Experience in non-profit or charitable marketing efforts.
- Any volunteers/Trustees in this role will be given guidance and mentoring support by the Chair and Board of Trustees.