

Friends of Windmill Gardens

Trustee Lead for Marketing and Communications Role Description

The role of the Trustee Lead for Marketing and Communications is to support the Board in its efforts to communicate to all stakeholders the visions, mission and purpose of the organisation.

The Trustee Lead for Marketing and Communications responsibilities include:

- Create and maintain a communications strategy for the organisation.
- Work to ensure the organisation takes advantage of communications opportunities including email marketing, social media, PR and press releases, advertising and print.
- Liaise with our website agency about developments and maintenance.
- Identify all stakeholders - beneficiaries, partners, agencies - and develop communications for them.
- Liaise with other members of the Board about communications strategies and provide input from a communications standpoint on issues or activities.
- Provide the Board with regular reports on Communications activities.
- Chair the Communications subgroup.
- Supporting fundraising sub committee with Marketing and communications expertise and providing support to the committee.

Other Duties

- Acting as a spokesperson and figurehead as appropriate.

Qualities and Person specification for the Lead on Communications

- Have proven experience or background in Communications roles
- Be a strong communicator, written and verbal.
- Ability to take the lead on strategy and convey this to relevant parties.

Trustee Qualities

- Have a commitment to the organisation and its aims.
- Become a member of FoWG
- Have a willingness to devote the necessary time and effort.
- Possess good judgement and independence of mind.
- Show a willingness to work collectively as part of a group.
- Seek constructive debate and dialogue over confrontation.
- Agree to the Trustee Declaration and Code of Conduct.
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