



Job Title: Marketing Trustee

Hours: Around 5 hours over the course of an average week, including evenings and weekends, although this may vary. There will also be a need to have flexibility to attend meetings during the working day.

Salary: This is a voluntary post

The Role

Due to a board restructure an exciting opportunity has arisen for a proactive and experienced marketing professional to join LoveBrum as a voluntary marketing trustee. The Trustee is to work alongside the organisation's Chair, Trustee Board and HQ to develop and deliver engaging marketing and PR plans and activities, to drive awareness of the charity and its impact, and to encourage new individual and corporate members to join our movement for a better Birmingham.

The Marketing Trustee will be hands-on in delivering the strategy, and will lead the marketing committee to create exciting and engaging marketing and communications to inspire and drive action.

Reporting to:

The Chair of Trustees

Main Tasks & Key Responsibilities

Tasks will include, but will not be limited to:-

- Play a leading role in the design and delivery of LoveBrum's marketing activity
- Improve awareness of LoveBrum across the city, particularly in areas where LoveBrum currently does not have a presence, and among a diverse audience to expand the charity's reach
- Lead and develop the Marketing Committee, defining roles and responsibilities, and meeting on a monthly basis
- Work with the committee to develop of campaign and communications activities to drive growth and achieve the charity's aims
- Act as an advisor to HQ team members to coach and mentor regarding effective marketing (particularly focussed on digital channels)
- Work with our Service Patrons to deliver required activities
- Act as a source of leadership, knowledge, advice and guidance regarding marketing activities, working closely with HQ, Marketing Committee and the board.
- Effectively utilise marketing channels available to maximise key themes including:

- o Membership (corporate and individual)
- o Promoting our impact
- o Promoting fundraising activities and events
- o Promote the charity's key aims
- To speak about causes where necessary or appropriate at LoveBrum events or via filming, as required.
- Seek out, identify and build relationships with key stakeholders and communities (across identities and backgrounds) that are underrepresented by LoveBrum's funding work at present.
- To attend any relevant cheque presentations.
- Be an ambassador, champion and thought leader for LoveBrum

Essential Additional Requirements (with support to develop from LoveBrum colleagues)

- Have relevant lived experience that will support LoveBrum in its mission to build a better, more just and inclusive city. We truly welcome applications from all age groups, identities and backgrounds so that our thinking and decision making is genuinely diverse and inclusivity is built into everything we do.
- Demonstrate sound knowledge and understanding of the many areas that will fall under the remit and range of our causes, either through your own lived experience or through broader experience in similar roles
- Be flexible regarding working hours and able to attend other venues and to devote the necessary time and effort
- Demonstrate commitment to the organisation
- Demonstrate strategic vision and the ability to focus on practical issues
- Demonstrate good, independent judgement
- Have ability to think creatively
- Have willingness to speak your mind and share your experience in order to realise our aspirations
- Have an understanding and acceptance of your individual legal duties, responsibilities and liabilities of trusteeship
- Have the skills to analyse proposals and examine their financial consequences
- Have the ability to work effectively as a member of a team
- Have willingness to be available to other Trustees and the Chair for advice and enquiries on an ad hoc basis
- Must be able to attend monthly board meetings, either virtually or in person
- Ability to build networks, consensus and influence decision makers across communities and partners
- Confidence to share information and stories with a range of stakeholders across formats in order to create engagement and momentum

PERSON SPECIFICATION

KNOWLEDGE, SKILLS & EXPERIENCE

	Essential	Desirable
Qualifications	ability to analyse and understand detailed reports and make clear judgements	Chartered Institute of Marketing / relevant qualification
Experience	Proven experience in delivering B2B and B2C	

	cross-channel marketing campaigns, particularly focussed on digital channels. Experienced team leader	
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COMPETENCIES - LEADERSHIP

Competency	Required Behaviours
Strategic Vision	<ul style="list-style-type: none"> • Knowledgeable of LoveBrum's vision, strategy and direction • Understanding of marketing strategy, in particular in the charity sector, and working with very limited budgets
Leading & Influencing	<ul style="list-style-type: none"> • Actively promotes LoveBrum's brand, image and reputation externally and internally • Gives clear direction in spheres of accountability • Authentic and personable leader
Contextual Astuteness	<ul style="list-style-type: none"> • Understands who the key influencers and stakeholders are and how to go about involving them where necessary • Understands the decision making process and operating structures of the organisation • Involves and works with relevant interest groups, networks and groupings to shape work outcomes

MANAGEMENT

Competency	Required Behaviours
Delivering Results	<ul style="list-style-type: none"> • Consistently delivers on time and to standard • Ability to meet individual and team targets • Well developed organisational skills and ability to manage multiple tasks successfully
Managing Performance	<ul style="list-style-type: none"> • Regarded by others as an effective role model for performance, continuous learning and self development • Advises on the most effective use of resources to maintain excellent performance at all times

PERSONAL DELIVERY

Competency	Required Behaviours
Communication	<ul style="list-style-type: none"> • Consistently communicates effectively with individuals at all levels from both within and outside of LoveBrum exercising an appropriate level of tact and diplomacy • Confident dealing with groups and individuals from diverse backgrounds
Building & Managing Relationships	<ul style="list-style-type: none"> • Builds and maintains effective relationships to optimise performance • Actively promotes knowledge sharing within the team

Customer Focus	<ul style="list-style-type: none"> ● Displays a strong commitment to equality, diversity and inclusion across all of LoveBrum's work ● Awareness of the needs of internal and external customers and the impact of their service delivery ● Well developed internal and external customer service skills
Decision Making	<ul style="list-style-type: none"> ● Makes swift and well judged decisions within scope of control seeking advice and guidance where required

SELF MANAGEMENT

Competency	Required Behaviours
Self awareness	<ul style="list-style-type: none"> ● Understands the likely implications and impact of emotions and actions, both on self and others in a range of situations. ● Is aware of own personal strengths and development needs ● Learns from experiences and takes action to modify own behaviour ● Accepts constructive feedback and is open to development
Self confidence	<ul style="list-style-type: none"> ● Acts with confidence and self assurance ● Prepared to accept stretching challenges
Adaptability/ Flexibility	<ul style="list-style-type: none"> ● Shows willingness to implement change and new approaches ● Able to change plans and priorities to deal with unexpected events
Self Control	<ul style="list-style-type: none"> ● Manages own responses and reactions carefully when faced with demanding situations or challenges. ● Remains objective, stable and calm during emergencies
Integrity	<ul style="list-style-type: none"> ● Demonstrates a sense of commitment to openness, honesty, inclusiveness, loyalty and high standards ● Ensures financial probity at all times