

OutdoorLads Trustee for Communication & Marketing

About OutdoorLads

15 years ago a group of men were planning a camping trip in the middle of winter. Whilst they may have realised they'd need a four-season sleeping bag and plenty of thermals, they didn't know they were about to embark on a journey that would change the lives of thousands of men in the UK.

This is the story of OutdoorLads, an inspiring charity on a mission to improve the mental and physical wellbeing of gay, bisexual and transsexual men, fuelled by a sense of adventure and a passion for the great outdoors.

OutdoorLads runs around 1500 events a year to a membership is around 1500 members. After spending 18 months without being able to run our events program, we are now embarking on an ambitious program to re-engagement and re-inspire our current and potential new members to #GetOutMore.

What are we looking for?

We are looking for new member of the Trustee board to oversee the development of and to support the communication and marketing strategy of the charity. They will be responsible for working in conjunction with our staff team and volunteers to ensure that communication plans, initiatives and KPI's are developed which engage effectively with current and potential new members of the organisation.

Benefits of being a trustee

You will be joining an active Board and your communication and marketing expertise will significantly help the organisation to reach their goals. You will play a pivotal role in shaping the strategic direction and future development of this successful charity who aim to make a real difference the lives of Gay, Bisexual and Trans men in the UK.

Trustee Role Profile

Key tasks:

Specific Marketing and Communication tasks

1. Oversee development of and contribute to a revised marketing and communications strategy that will allow the organisation to engage with existing and potential new members and stakeholders
2. Working with the staff team to develop our market position and brand to a variety of audiences in order to enable the charity to fulfil its mission and aims

3. Work with staff and trustees and to recognise external communications opportunities, oversee development of solutions, and support staff to define and execute appropriate strategies.
4. Be the strategic lead for the development of the organisation's marketing and communications plan through the Communication and Marketing Sub-Group, and in conjunction with staff and the Board.

Person Specification

Essential

- Relevant Communication & Marketing experience at a strategic level
- Demonstrated leadership and management experience
- A willingness to devote the necessary time and effort to duties as a trustee
- Integrity and a commitment to the organisation and its objectives
- An understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship
- Good, independent judgement
- An ability to think creatively
- Willingness to speak your mind
- An ability to work effectively as part of a team
- Excellent interpersonal skills
- Excellent organisational skills

Desirable

- Application of marketing strategy to charitable/not for profit organisations
- Experience of the strategic use of social media as effective communication mechanisms to support services and activities
- Experience of working within the charity, voluntary and public sector

General Trustee duties

Assist in ensuring that the organisation pursues its objectives as defined in its governing document and legally operates

Contribute actively to the Board of Trustees' role in giving firm strategic direction to the organisation, setting overall policy, defining goals, setting targets and evaluating performance against agreed targets

Safeguard the good name and values of the organisation

Represent the organisation at functions and meetings as appropriate

Declare any conflict of interest whilst carrying out the duties of a trustee

Take collectively responsible for the actions of the organisation and other trustees

Ensure the effective and efficient administration of the organisation

Abide by all relevant policies and procedures

Ensure the financial stability of the organisation

Provide feedback on board papers, lead discussions, focus on key issues, provide advice and guidance on new initiatives

Attend meetings and to read papers in advance of meetings

Attend sub-committee meetings as appropriate

Participate in other task as rise from time to time, such as interviewing new staff,