**Role Title**: Marketing, Communications, Public Relations Trustee

**Reports to:** The Board of Trustees and Members of SPPA

**Background:** A background in all or some of these areas: Marketing, Communications, Public Relations, Social Media Marketing, Advertising, Governance, Digital Communication

**1.0 Role Summary**

* To develop and implement an integrated strategic marketing and communications plan to advance brand identity of the organisation
* To broaden awareness of the charity’s values and priorities; and increase its visibility across a wider audience
* To develop a strategy to increase membership of SPPA

**2.0 Main Responsibilities**

* Develop market position and brand of the charity to a variety of audiences in order to enable it to fulfil its mission and aims
* Create a long term marketing/public relations strategy that will allow the organisation to cultivate and enhance meaningful relationships with targeted, high-level external audiences including the media and key influencers
* Work with the trustees and staff to recognise internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them
* Lead on attending high level meetings to develop relationships with organisations and strategic individuals, including travelling to locations across the UK
* Serve as communications spokesperson on behalf of the trustees when required
* Oversee the implementation of the marketing and communications strategy

**3.0 Qualities of a Trustee**

**Essential**

* Marketing and PR/Communication expertise
* Demonstrated leadership and management, communication and presentation skills
* Experience of business, commerce or industry
* Experience of the strategic use of social media as effective communication mechanisms to support services and activities
* Application of marketing strategy to charitable/not for profit organisations

**Desirable**

* Actively participate as a key member of the Board
* Experience of working within the charity, voluntary and public sector

**4.0 Time commitment**

* In addition to Board meetings, you may be required to spend time working on the strategic documents and progress
* It is essential that individual is available to organise and attend strategic meetings with organisations and individuals across the UK as part of strategy implementation
* You may also be a sub-committee member and attend specific meetings