



Charity Trustee Marketing, Communications and PR

'The people who make up Friends of the Family became my family when I needed it most and I cannot thank them enough' – Kathy, Mum

What we do

Friends of the Family works with local families and children who are overwhelmed by the challenges of family life. For more than twenty years, our skilled professionals and trained volunteers have been offering a safe and nurturing environment where children and parents can learn to help themselves.

You can read more about our work and the difference we are making to families on our website – www.fotfwinchester.org.

Trustees

The Board of Trustees sets our goals and policies, ensures that we observe good practice, and supports our staff and volunteers. The duties and responsibilities of trusteeship are described in more detail in the Charity's Commission's booklet [The Essential Trustee](#).

Vacancy

We are looking for a trustee with strong skills and experience in marketing, communications, and public relations, to advise the Board and staff on all matters of internal and external communication. A key priority will be to raise the charity's profile to attract the funding and support needed for us to help more families in the local area.

We currently employ a part-time Marketing & Volunteer Recruitment Co-ordinator and have recently appointed an experienced Operations Manager. We are at an exciting stage in the charity's development and are now keen to devise a clear and comprehensive communications strategy to drive our mission forward. You will play a key role in helping trustees and staff to develop, implement and evaluate the new strategy, to ensure that we have:

- clear objectives for our fundraising and marketing
- consistency in our messaging and branding
- targeted and effective communication with each of our audiences
- methods for monitoring and evaluating the impact of our activity.

This will enable us to achieve greater public understanding of who we are, what we do and the value of our work; a more active and engaged supporter base; and greater name recognition in and around Winchester.

In addition to this specific role, you will share a broader responsibility for good governance with the rest of the Board.

You will be an experienced marketing and communications professional, ideally from within the non-profit sector, able to demonstrate strategic input at a senior level. Excellent communication, relationship-building and networking skills are key, along with the ability to engage and influence senior stakeholders. You will also be able to highlight areas of risk in our communications and media relations and have the enthusiasm to seek out new opportunities to raise our profile. An active network of contacts in the Winchester area would be helpful.

The role is voluntary and unpaid, and you will be required to become a Member of Friends of the Family and sign a Declaration of Eligibility.

What we will expect from you

- Commitment and enthusiasm to promote our work and help vulnerable families.
- Integrity – all Trustees and Volunteers are DBS checked.
- The ability to think clearly and strategically.
- Good written and verbal communication skills.
- The ability to motivate and work with people from different backgrounds.
- Sufficient time to devote to the role.
- An understanding that we are a small charity with limited resources and that Trustees need to help with many different tasks.

We are an Equal Opportunities Employer and apply the same standards to recruiting Trustees. You do not need prior Board experience to become a Trustee, and we welcome applications from younger and BAME candidates with relevant skills and experience.

‘It is so rewarding to be a Trustee of a charity that is making such a difference to the lives of vulnerable families and children in my local area.’ – Clare, Trustee

What you can expect from us

- A warm welcome!
- A thorough induction process, including the chance to meet all our staff and attend some of our project activities. You will be given a trustee information pack and your own Friends of the Family email address.
- A ‘buddy’ trustee to support you for the first four months.
- A review meeting with the Chair after you have attended three Board meetings.
- The opportunity to make a real difference to the lives of vulnerable children and families.

‘My volunteer is a very good listener. We have fun together and I can talk to her about what’s on my mind’ – Emma, Child

Meetings and time commitment

The Board currently meets monthly (apart from August and December), either via Zoom or at our office at the Friends Meeting House in Winchester. Meetings begin at 11.00 and usually last for between one and two hours.

Trustees are appointed at our AGM in November and serve three-year terms. In addition to attending Board meetings, you need to allow time for preparation and follow-up from meetings, as well as specific activities for which you are responsible. Each month is different, but an average commitment of 4-6 hours per month is required.

How to apply

If you would like to apply to become a Trustee, please complete the application form available on the vacancy page of our [website \(www.fotfwinchester.org/about-us/vacancies/\)](http://www.fotfwinchester.org/about-us/vacancies/) and send it with a covering note to admin@fotfwinchester.org.

The deadline for applications is midnight on **Friday 30th September** and shortlisted candidates will be interviewed in the first two weeks of October.

Thank you for your interest in our work. We look forward to hearing from you.

'Friends of the Family has been like an oasis in the sun for me' – Darren, Dad