



Marketing Trustee About Us

We empower individuals in our local community to find a way through their problems and help them enforce their legal rights by providing high quality, impartial advice and information that is free to all. We use the information we gather to influence local and national Government policy to improve people's lives.

Our board of trustees plays a crucial role in ensuring that we stay true to our mission while effectively managing the organisation's growth and sustainability.

Role Overview

As a **Marketing Trustee**, you will use your expertise to help shape and guide our marketing and communications strategy, ensuring we reach more people in the community, engage effectively with stakeholders, and increase support for our cause. You will be responsible for overseeing the development and implementation of innovative marketing plans, aligning them with our mission to raise awareness and drive fundraising efforts.

This is a key opportunity to make a significant impact on a small local charity with limited resources but a big vision for growth and community impact.

Key Responsibilities

- **National Citizens Advice:** Aligning and contributing to National Citizens Advice strategy and campaigns.
- **Marketing Strategy:** Provide leadership and guidance on developing and implementing the charity's marketing, communications and digital strategy, ensuring it aligns with organisational goals and priorities.

- **Brand Awareness:** Enhance the visibility and recognition of the charity's brand, ensuring that the charity's message is consistent and reaches a broader audience.
- **Digital and Social Media:** Advise on effective use of digital marketing, including website content, social media, and email marketing, to engage supporters, beneficiaries, and potential donors.
- **Campaigns:** Support the planning, execution, and evaluation of key marketing, fundraising and research campaigns working closely with staff and other trustees.
- **Public Relations:** Guide the charity's external communications, helping to build relationships with local media and other partners to promote our work.
- **Fundraising Support:** Collaborate with fundraising teams to help develop and promote innovative fundraising activities and events.
- **Stakeholder Engagement:** Assist in developing marketing initiatives that strengthen relationships with existing supporters and attract new donors, volunteers, and partners.
- **Governance:** Attend and contribute to board meetings, providing reports and updates on marketing activities and offering strategic advice on marketing-related decisions.
- **Collaboration:** Work closely with staff and other trustees, acting as a sounding board and providing expert advice on marketing issues as they arise.

Person Specification Essential:

- Proven experience in marketing, digital communications, or PR, ideally with experience in a strategic or senior role.
- Ability to think creatively and strategically, identifying opportunities for growth and engagement.
- Strong knowledge of digital marketing tools and social media platforms.
- Excellent communication skills, both written and verbal.
- A passion for the charity's mission and commitment to promoting its impact in the local community.
- Ability to work collaboratively as part of a diverse board of trustees.

Desirable:

- Experience in charity or not-for-profit marketing.
- Familiarity with local community issues and the charity sector.
- Understanding of fundraising strategies and how marketing supports income generation.
- Knowledge of local media and relevant networks.

Time Commitment

- Attendance at quarterly trustee meetings held quarterly and in person.
- Participation in relevant committee or working group meetings as required.
- Time spent advising on marketing initiatives, campaigns, and events as needed.
- From time to time, producing pieces of work to cover during absences or leave.

What You'll Gain

As a Marketing Trustee, you'll have the opportunity to play a pivotal role in shaping the future of Lewes District Citizens Advice and ensuring its continued impact. You'll gain experience in governance, develop new skills, and expand your professional network, all while giving back to a cause that directly benefits your community.

How to Apply

If you're passionate about making a difference and have the marketing expertise to help us achieve our goals, we'd love to hear from you.

Please send your CV and a brief covering letter outlining your suitability for the role to chair@lewesdistrictca.org.uk