Redbourn Community Group
Charity No 297955

Draft Trustee Role Profile: Marketing and Social Media

Role	Trustee
Summary of Role	The Marketing and Social Media Trustee will provide strategic leadership, guidance and support to help the charity raise its profile, strengthen its reputation and communicate effectively with the community, supporters, funders and other stakeholders. Working alongside the Chair, fellow trustees, staff and volunteers, the postholder will use their knowledge and skills to develop and implement the charity's marketing and social media strategy. They will ensure that the charity's activities, achievements and impact are communicated in an engaging, consistent and accessible way.
Key responsibilities	In addition to the general trustee duties set out in the Trustee Role Profile, the marketing and social media role includes the following key responsibilities: **Strategic marketing and communications** • Contribute to the development of the charity's marketing and communications strategy. • Advise the Board on opportunities to raise the charity's profile and increase public awareness. • Help develop a consistent brand identity and ensure that communications reflect the charity's values and objectives. • Identify opportunities to promote the charity's services, activities and achievements. • Support campaigns designed to attract new supporters, volunteers and funding. **Social media and digital engagement** • Provide strategic oversight of the charity's social media presence. • Advise on the effective use of platforms such as Facebook, Instagram, LinkedIn and other relevant channels. • Help develop engaging content that promotes the charity's work and encourages community involvement. • Identify opportunities to increase followers, engagement and online visibility. • Advise on appropriate social media policies, safeguarding, confidentiality and reputational risks.

	• Encourage the use of digital communications to reach different audiences. **Public relations and community engagement** • Identify opportunities for local publicity and media coverage. • Develop relationships with local media, community organisations and potential promotional partners. • Support the preparation of newsletters, press releases, website content and promotional materials. • Promote the charity's successes and demonstrate the difference it makes to the community.
Specific skills	• Must be at least 18 years of age and properly appointed following the procedures and any restrictions in the charity's governing document • IT skills such as Outlook and Office packages essential And require the following specific skills: • Experience or knowledge of marketing, communications and social media. • An understanding of how social media can be used to engage different audiences. • Creative thinking and the ability to identify promotional opportunities. • Knowledge of website management, digital marketing and search engine optimisation.
Capabilities	• Excellent listening skills • Good independent judgement • Able to understand and communicate effectively with a wide range of people and organisations • Able to lead a project or part of the work of the RCG seeking agreement and support from other trustees and members as required • Able to make decisions and recommendations that take forward the work of RCG • Ability to work as part of a team • Ability to lead and adapt to change, showing flexibility in thinking and approach when required • Understanding of confidentiality • Empathy, patience, sensitivity, and integrity • Understanding of the local community and the services available from the Community Group • Understanding of the vision, mission, strategy, values and action plan for the charity