

Marketing Communications Role Description

- Role Title:** Marketing & Communications Trustee
- Report to:** The Chief Executive; Board of Trustees
- Background:** A background in some of the following areas is desirable:-
- Marketing Communications
 - Public Relations
 - Social Media Marketing
 - Advertising
 - Digital marketing

Role Summary

The role of the Marketing Communications Trustee is to increase awareness of Simply Limitless and develop its corporate image. The individual will be responsible for developing a marketing communications plan to raise awareness of the Charity through quality marketing initiatives.

Successful applicants would need to be able to commit to the time and demands required to fulfil the role, undertake the general responsibilities of a Trustee and contribute to the general running of the Charity.

In addition to this key responsibility, all Trustees take an active interest in the oversight of the Charity.

Key Skills

- To develop and implement a strategic marketing and communications plan to advance the identity of Simply Limitless
- To broaden awareness of the Charity's values and priorities and increase its visibility across a wider audience
- To create a marketing/public relations strategy that will allow the organisation to cultivate and enhance meaningful relationships with external audiences including the media and key influencers
- Oversee the ongoing development of the organisation's marketing and communications strategy in conjunction with management and the Board

Time Commitment

- As personal circumstances may be variable this would be discussed further within the interviewing process.