Think Malawi

[www.thinkmalawi.org](https://www.thinkmalawi.org)

UK reg. charity no. 1141352

**Role profile**

Trustee with marketing expertise

This is an unpaid role.

**About us**

Think Malawi is an innovative UK based charitable Trust run 100% by volunteers. We work hand in hand with Malawians to improve access to quality education, allowing them to fulfil their ambitions, improve their quality of life and contribute to Malawi’s development. The charity is formed of seven trustee roles, and a network of volunteers and supporters. We are also in the process of setting up an advisory group which the trustees can consult for any specialist advice which they need.

We have supported Ganet’s Adventure School since shortly after it was founded in 2004 by its energetic director, Gertrude Banda, in a village in northern Malawi, who continues to run the school today. It provides primary schooling in classes of under 40 in an area where government primary school class sizes are often 100 or more. It also provides pre-schooling which is not available elsewhere in the area.

We also support a project called Her Education Matters in partnership with African Vision, which aims to improve educational outcomes for girls in Malawi. It does this by providing training, materials and equipment to mothers who make reusable sanitary pads for girls to use, enabling them to stay in school when they have their periods. Without this they miss up to five days of school per month which significantly affects their education.

**What will you get out of working with us?**

This is a chance to use your skills to make a direct impact to the lives of children in Malawi. In addition you will gain experience working at board level in an organisation, as well as with hands on project work and helping to administer the charity.

Previous board-level or charity experience is not essential, as onboarding and guidance are provided and we pride ourselves on providing a warm welcome to all new team members!

As part of a small, agile organisation we welcome new ideas, and you will be able to get projects up and running fast.

**Purpose of role**

* We develop strategies and roll out programmes hand in hand with the projects we support. You will provide strategic input, practical support and advice to the charity and its programmes.
* You will be responsible for setting a communications strategy for the charity each year, including marketing, PR and social media
* You will also need to apply the strategy to an operational plan and help to find the resources needed to implement it. Our key channels of online communication are currently our website, Twitter, Facebook and our email newsletter, we are open to expanding this in future.

**Key responsibilities**

* Provide strategic advice to the charity and its programmes in Malawi
* To be an active board member
* Along with other trustees, ensure the charity complies with its governing document and its legal obligations
* Participate in fundraising projects
* Help to communicate the charity's work and foster new partnerships
* Work with volunteers and stakeholders in the UK and Malawi
* Initiate and run projects and initiatives for the charity  
    
  There is scope for trustees to specialise in specific areas, including overseeing operations, governance, fundraising, marketing, legal and volunteer management.  
    
  **Essential knowledge/skills**
* Willingness to be hands on in projects you're involved in
* A positive approach
* Enthusiastic
* Self-motivated
* Expertise in devising and implementing marketing, PR and/or social media campaigns

**Desirable knowledge/skills**

* Knowledge of Malawi or Africa
* Entrepreneurial and innovation expertise
* Experience working in the education, not for profit or charity sectors
* Hands-on marketing, PR and/or social media experience
* Working with volunteers

**Location**

UK-based and able to travel to London at least twice per year for meetings (travel expenses can be covered). Trustees work from home or their own offices, we don't have our own premises.

**Time commitment**

This varies between around 6 and 12 days per year, you are free to split this up around your other commitments. You will need to keep in touch online and be available for a minimum of 3 online evening meetings a year plus attendance is required at our AGM and our strategy afternoon.

In order to best understand the needs of the learners and to build strong understanding of the charity’s programmes in Malawi, trustees are encouraged to visit Malawi (though this is not a requirement). Some funds may be available for this purpose.

**Recruitment process**

* Send in CV and a short letter on why you would like to get involved to [info@thinkmalawi.org](mailto:info@thinkmalawi.org)
* One of the trustees will then arrange to meet up with you or call you
* The next stage would be to speak to all of the trustees, after which you will be notified about whether your application is successful
* Trustees are normally elected for two years initially, and are free to resign at any time provided there will be a minimum of three trustees remaining.