

Trustee Pack - Marketing (Ref: 004)

Role Details

Key Details

Position	Trustee / Director
Area of Expertise	Marketing
Type	Voluntary
Deadline	Friday 11th September 2020
Start Date	S4L Q1 Board Meeting - 23rd October 2020
Application Process	CV and cover letter sent to tom@sport4life.org.uk

Summary of Role

Sport 4 Life UK (S4L) is currently seeking to recruit a trustee with **marketing** expertise for its Board. This is an excellent opportunity to be actively involved in supporting the work of a dynamic and ambitious charity which makes a positive and lasting impact on the lives of disadvantaged young people in the Birmingham and West Midlands area.

We are particularly interested in hearing from marketing professionals with significant high-level strategic experience and knowledge, to include digital marketing. We are interested in hearing from marketers with a proven ability to drive through an organisation marketing and communications strategy, and deliver consistent and effective branding to support growth. An understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship is also desirable.

Trustees are currently appointed on a voluntary basis and required to commit to a minimum term of appointment of three years. Board meetings take place in Birmingham (virtually during lockdown) on a quarterly basis (January, April, July, and October) with trustees also having the opportunity to contribute to the work of our organisation outside of Board meetings in a range of ways depending on their skillset.

Applications from under-represented and minority groups (e.g. BAME candidates) are particularly welcome.

About Sport 4 Life UK

Our Vision

S4L believes in a level playing field where every young person has the opportunity to create a better future for themselves.

Our Mission

We are proud to provide the opportunity for young people (aged 11 to 29) to prepare for and move into sustained education, employment, or training by improving their employability and key life skills, through our sports-themed personal development service.

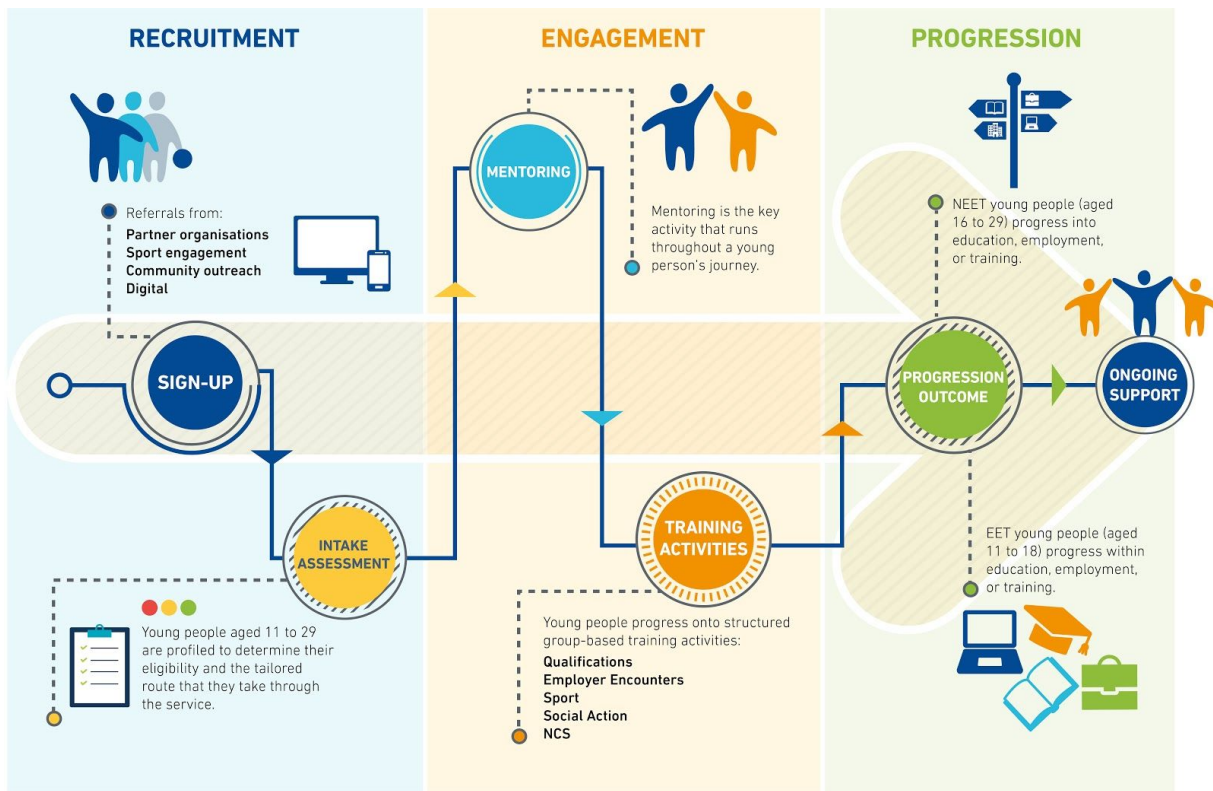
Our sports-themed personal development services are designed to bring out the best in young people by providing them with high-quality sessions, mentoring, and guidance.

Our Impact



Please see our 2020 Impact Report here: <https://sport4life.org.uk/our-mission/our-impact/>

Our Model



You can also see a video infographic of our delivery model here:

<https://www.youtube.com/watch?v=j1JL883qGRl>

Video of Our Work



You can watch a video of our work here: <https://youtu.be/LBOsiEEN0KM>

Our Strategy

Please see our 2020 Strategy here:

<https://sport4life.org.uk/wp-content/uploads/2020/08/S4L-Strategic-Document-2020.pdf>

Volunteering with Us

S4L is a great organisation to volunteer for. We are a progressive, dynamic and forward thinking organisation with a very clear and ambitious strategy for our future. Belief and trust in our team is one of our central values (see below), and we strive to create a positive, progressive and transparent team culture.

Please see the role description and person specification for this trustee role below.

Role Description & Person Specification

Role Description

The Marketing Trustee will support the Board to oversee the marketing and communications strategy of the charity, as well as its digital work benchmarked against the Charity Digital Code. All trustees are also jointly responsible for the overall governance and administration of the charity.

The role will support the executive team in developing and implementing a strategic marketing and communications plan to advance S4L's brand identity, broaden awareness of who we are and what we do, and increase visibility to a wider audience.

The Marketing Trustee is accountable to the Board.

The Marketing Trustee should adhere to the role description of a trustee / director and in addition has the following responsibilities:

Main responsibilities and duties:

- Liaising, where applicable, with the CEO and Head of Business Development and supporting on marketing and communication matters.
- Supporting the Board to monitor the marketing, communications and digital strategic objectives and performance of the charity.
- Ensuring close working relationships with relevant committees of the Board.
- Developing the market position and brand of S4L to a variety of audiences, enabling us to achieve our aims.
- Supporting the CEO and Head of Business Development in creating and implementing a marketing and communications strategy that will allow S4L to cultivate and enhance meaningful relationships with targeted, high-level external audiences including the media and key influencers.
- Work with the trustees and staff to recognise internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.
- Act as communications spokesperson on behalf of the board, when required.
- Be an active champion of S4L.

Person Specification

General

- Understanding of S4L's operating environment and the key governance requirements for board members

Strategic Leadership

- Ability to analyse the environment, set and prioritise objectives
- Ability to make own views known and make decisions in a group environment and in line with strategic objectives

Communication

- Ability to listen intently, carefully and objectively
- Ability to convey ideas, information and opinion clearly and concisely

Teamworking

- Supportive of the chair, fellow board members and the Executive Team
- Ability to challenge the views of others appropriately
- Ability to build relationships with a wide range of stakeholders

Values

S4L operates a values-led recruitment for all trustees/directors and staff, based on our set of values. These are:

1. All that we do is focused on **changing** the **lives** of young people

We are committed to empowering and inspiring young people to unlock their true potential through our sports-themed personal development programmes. We embrace diversity, offer unconditional support, and provide tangible opportunities for them to make a positive change in their lives.

2. We are a **team**

Our staff are proud to work for Sport 4 Life and be part of its family. We are loyal, honest, transparent and trust each other. We are united in working to achieve the organisation's vision and mission.

3. **Quality** runs through the core of the organisation

Our youth-led, bottom-up approach ensured the standard of our services are of the highest calibre and successfully address the needs of our young people. We have invested heavily in our ability to evidence our impact effectively to partners and stakeholders. We are professional, and have strong governance, structures, policies and processes in place.

4. We do not stand still - we're a **progressive** organisation

We are a forward-thinking, dynamic organisation which operates both proactively and responsively. We push through and break down barriers so we can always go above and beyond for our young people.

How To Apply

If you're interested in applying, you should send a CV and a cover letter explaining what interests you about Sport 4 Life UK and how you could contribute to the organisation to: tom@sport4life.org.uk by **Friday 11th September 2020**.

Shortlisted candidates will be invited to an informal interview (w/c 28th September 2020). For more details or to discuss this Trustee vacancy, please feel free to contact Sport 4 Life UK on 0121 456 1818 or by emailing tom@sport4life.org.uk

Following the appointment of the successful candidate, a full background check and induction will take place, in line with Sport 4 Life UK's policies and procedures.

More information on Sport 4 Life UK

Website: www.sport4life.org.uk

Twitter: @Sport4LifeUK

Impact Report: <https://sport4life.org.uk/our-mission/our-impact/>