



City Year UK Trustee Role Description Marketing, Digital & Education Trustees

About City Year

City Year UK is a youth education and social action charity which challenges 18 to 25-year-olds to tackle educational inequality through a year of full-time voluntary service. As mentors, tutors and role models in schools, they support pupils growing up in some of the most disadvantaged communities in the UK.

City Year UK's volunteers are integral to the school day. They encourage pupils both in and out of the classroom to engage with and enjoy learning while developing their own skills. They meet to share experiences and benefit from additional leadership training, delivered by experts from across the education, business and voluntary sectors. The City Year experience empowers these exceptional and diverse young people to realise their aspirations and grow as leaders, both through their impact on children's lives and through training, coaching and career development opportunities.

City Year was first established in Boston, Massachusetts in 1988 and operates in 29 cities across America, as well as Johannesburg in South Africa. City Year UK is this year celebrating its 10th anniversary, having launched in London in 2010 and since expanding to the West Midlands and Greater Manchester.

Role Summary

The Trustees of City Year UK take overall responsibility for the strategic direction of the organisation and its ability to fulfil its mission of empowering young people to 'give a year and change the world' and to impact the lives of children and young people in disadvantaged areas of London, Birmingham and Manchester.

Marketing specialist Trustee

We are seeking a senior marketing specialist who can:

- Bring cutting-edge thought leadership and an outside perspective to help us develop our marketing and communications strategy;
- Be a sounding board and source of support for our Development and Marketing Director and our Marketing and Communications Manager; and

- Bring useful links and insights into the opportunities and risks that will help us take forward one or more of our campaigns (which include to increase our number of young volunteers, increase our number of partner schools, to secure greater fundraising income, and to secure government support for full-time volunteering).

Marketing skills and experience required:

Ideal background:

- A current/prior Chief Marketing Officer (or someone who reports to one), who leads all or a significant part of a best-in-class marketing and communications function, including market strategy, brand positioning, social media, events, press, lobbying and campaigning and/or government relations.
- You will be able to bring your experience of best-in-class marketing to a smaller entrepreneurial context.

Likely experience:

- Have successfully built the marketing strategy, brand positioning and awareness of an early-stage service (or product).
- May have previously supported or advised small organisations or teams on their marketing and communications (but not essential).

Likely Perspective - ability to advise on:

- Ways to distil down and communicate positive brand attributes and complex messages.
- The most effective marketing mix for small organisations with modest budgets.
- Techniques to secure the engagement and nudge the behaviours of a wide variety of audiences, including young people, schools, government leaders, and donors

Possible networks:

- Willing to make introductions to personal and professional networks who have the potential to support City Year.
- May have links with in-house teams/media agencies who can provide some pro bono or low bono support (but not essential).

Digital specialist Trustee

- Bring cutting-edge thought leadership and an outside perspective to help us develop our digital strategy;
- Help us become a more data-driven organisation and champion the use of data in board discussions;
- Highlight the opportunities and risks of digital and translate these for other trustees;

- Be a sounding board and source of support for our Chief Operating Officer and our Data and Impact Manager;
- Bring practical links and insights into the opportunities and risks that will help us take forward one or more of our digital innovation projects (which include the introduction of a new outcome and impact reporting package, improvement to our knowledge management and the development of a self-service application for our volunteers).

Digital skills and experience required:

Ideal background:

- A Chief Technology Officer or Chief Information Officer (or someone who reports to one), who leads all or a significant part of a digital/IT function, including strategy, planning and implementation, infrastructure and data systems.
- You will be able to bring your experience of best-in-class digital to a smaller entrepreneurial context.

Likely experience:

- Have delivered transformational change to business technologies and processes, to deliver costs savings and service improvements to customers.
- Have strategically implemented agile project management practices, open-source, cloud platforms and digital services

Likely perspective - ability to advise on:

- Effective IT infrastructure set-ups and data strategies for small organisations with modest budgets.
- How to implement new technologies effectively within people-orientated organisations and services.
- How to tailor knowledge management and customer relationship systems to record and report on 1) outcome and impact-producing services and 2) sales/fundraising.

Likely network:

- Willing to make introductions to personal and professional networks who have the potential to support City Year.
- May have links with technology companies who can provide some pro bono or low bono support (but not essential).

Education specialist Trustee

We are seeking an education specialist, who can:

- Bring cutting-edge thought leadership and an outside perspective to help us develop our programme model;

- Be a sounding board and source of support for our Chief Executive and School Partnerships Manager; and
- Bring practical links and insights into the opportunities and risks that will help us take forward our school partnership strategy, which envisages an increase in our number of partner schools.

Education skills and experience required:

Ideal background:

- A current/prior headteacher or senior education officer in a local authority or multi-academy trust.
- You will be able to bring your experience of best-in-class educational practice to a smaller entrepreneurial context.

Likely experience:

- Have successfully run or supported schools/educational activities.
- May have previously supported or advised small organisations or teams on their services for schools (but not essential).

Likely Perspective - ability to advise on:

- Ways to promote services and build sustainable partnerships with schools.
- The design, delivery and evaluation of the most effective educational interventions.

Possible networks:

- Willing to make introductions to personal and professional school networks who have the potential to support City Year.

Trustee responsibilities

The Board of Trustees are responsible for the overall governance and strategic direction of the charity, developing the organisation's aims, objectives and goals in accordance with the governing document, legal and regulatory guidelines.

Trustees must:

- Oversee and uphold the vision, mission and strategic goals of City Year UK;
- Contribute actively to the Board of Trustees' role in giving firm strategic direction to the organisation, setting overall policy, defining goals and setting targets and evaluating performance against agreed targets;
- Ensure that City Year UK applies its resources exclusively in pursuance of its objectives;
- Safeguard the good name and values of City Year UK;
- Support and assist the Diversity and Anti-Racism Committee;

- Be collectively responsible for the actions of the organisation and other trustees;
- Ensure the effective and efficient administration and financial stability of City Year UK;
- When needed, appoint the Chief Executive Officer and monitor their performance;
- Help with the recruitment and induction of new Board and Committee members;
- Declare any conflict of interest while carrying out the duties of a trustee;
- Ensure the financial stability of the organisation and the proper investment of the organisation's funds;
- Ensure the organisation adheres to its statutory responsibilities that include safeguarding children and young people, GDPR and Health and Safety;
- Actively support fundraising by 'giving and getting': making links with potential funders, hosting events and inviting contacts to attend key City Year UK events; and
- Participate in other tasks as they arise from time to time, such as interviewing new staff.

The above list of duties is indicative only and not exhaustive. As well as the various statutory duties, any trustee should make full use of any specific skills, knowledge or experience to help the board make good decisions.

The commitment

All trustees are required to attend quarterly board meetings (3 hours) and committee meetings, (1.5 hours), and provide support and guidance to the senior leadership team and staff on an as-needed basis. Trustees are required to commit to attending a number of key City Year UK events such as school visits, friend raisers, impact breakfasts, drinks events and gala dinner, opening day, red jacket and graduation ceremonies.

Closing Date: Applications close for the three trustee roles on the 22nd November 2020.

For more information, please visit: www.cityyear.org.uk

This post is subject to a DBS check.

City Year UK is committed to safeguarding and promoting the welfare of children.

City Year UK is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, transgender status, religion or belief, marital status, or pregnancy and maternity.