

## Marketing and Social Media Lead Trustee

### Where:

North Cotswold Foodbank

### When:

We hold full quarterly Trustee Meetings face to face and shorter monthly Zoom meetings to resolve any urgent issues and review the progress of our strategic plan.

### Time commitment:

10 - 12 hours per month, with additional preparation required for our quarterly trustee meetings.

### Overview of the role:

North Cotswold Foodbank seeks someone with senior-level experience of marketing, and in particular, social media marketing. We are a charity, linked to Trussell, with the aim of helping to combat hardship and hunger. This volunteer position involves taking a leading role in helping to establish a marketing strategy and supporting the organisation in its bid to widen its reach, raise awareness and increase donations.

It is important that applicants live locally to the area that the NCFB covers, preferably within a 30-miles radius of Guiting Power GL54 5TZ.

### What you will be doing:

#### Responsibilities (specific to your role):

- Establishing a marketing strategy: Offer leadership, guidance and support, in particular in the realm of social media, with the aim of helping to raise the charity's profile and increasing donations, at the same time ensuring that the strategy aligns with the NCFB's overall goals and values.
- Ensuring compliance: Take responsibility for ensuring the charity's marketing activities comply with all relevant laws and regulations, including those set by the Charity Commission. Take responsibility for the annual review of relevant policies, such as the social media policy.
- Risk management: Manage any risks associated with marketing activities, including conflicts of interest, and ensure the charity's reputation is protected.
- Financial accountability: Trustees have a responsibility to scrutinize the marketing budget and ensure that marketing activities are properly funded and monitored.
- Ethical marketing: Play a key role in ensuring the charity's marketing activities are conducted ethically and in accordance with all legal requirements and in line with the NCFB's overall goals and values.
- Follow and actively engage with the charity's social media accounts and encourage other trustees to do so.

- Maintain a good understanding of online threats, such as trolling, [deepfakes](#) and [misinformation](#), and how these should be managed.
- Representing the charity: Trustees may be involved in representing the charity at events or speaking to donors and the public.
- Ideally, have experience of working with the media and contacts within media organisations and/or agencies.

#### **Responsibilities (common to all trustees):**

- To collaborate with the board of Trustees to ensure that North Cotswold Foodbank's financial dealings are systematically accounted for and on time, independently examined (on income over £25k) and made publicly available when necessary.
- Ensure your charity is accountable, actively complying with statutory accounting and reporting requirements and the law.
- To ensure appropriate financial plans are in place for future budget allocations as well as looking after contractual agreements with external partners that award money for core costs and additional projects.
- To help promote North Cotswold Foodbank to a wider audience of potential funders, partner organisations, service users, and other bodies.
- To ensure that North Cotswold Foodbank has appropriate procedures to comply with current legislation and good practice, including employment, health and safety, equal opportunities, safeguarding & GDPR compliance/data protection etc.
- Act with reasonable care and skill, giving your time, thought and energy to your role.
- Give good counsel and measured advice on any matter that requires it, acting in a collaborative, positive, and constructive way.
- To serve as an additional promoter of North Cotswold Foodbank within the community.

#### **What we are looking for:**

- A knowledge of, and commitment to, the work of North Cotswold Foodbank and Trussell. To be sympathetic to the ethos and principles of Trussell.
- An understanding of the reasons why people face hunger, food insecurity, and/or food poverty.
- A robust knowledge of contemporary IT, systems, and data management.
- An ability to lead on any matters relevant to your role.
- The ability to provide carefully considered advice in a constructive way.
- Someone who enjoys working as part of a team.
- An understanding that some periods throughout the year are busier than others.

#### **What's in it for you?**

- Be part of a forward-thinking team
- Using your existing skills to enhance our board.
- Meet new people who share your passion to eradicate food poverty in the local community.

- Make a real difference to the running of the food bank.

**Support on appointment.**

- You will be 'buddied' with one of our Trustees to support you through the first 3 months, ensuring that you are comfortable with your knowledge of both our organization and Governance law that guides our work.
- As a new Trustee you will be encouraged to visit all our outlets, the warehouse and schedule time with the Operations Manager to fully understand the operation of the organisation.

**Additional information**

Whatever your background, we want to make sure you are supported and empowered and enjoy your time volunteering with us. We know that having volunteers from a diverse range of backgrounds, with varying experiences, can help to make what we do as effective as possible. As such, we welcome all applicants regardless, religion or beliefs, disability, ethnic background, gender reassignment, sex, or sexual orientation. We also encourage those with lived experience of poverty to apply.

If you wish to apply for this key role, we would be delighted to hear from you.

In the first instance please submit your completed [Application Form](#) (please download a copy to fill in on your computer) and CV by email to

Lucye Deacon. Trustee.

[lucye@northcotswold.foodbank.org.uk](mailto:lucye@northcotswold.foodbank.org.uk)

**Please note:**

- You must be 18 or over, must not be disqualified from acting as a trustee, and must declare any conflict of interest both prior to and whilst carrying out the duties of a trustee.
- North Cotswold Foodbank's Volunteer Policy will be shared with you, and all applicants will be expected to confirm that they would adhere to it.