



Role Title: Marketing, Communications, Public Relations Trustee

Reports to: Chief Executive, The Board of trustees.

Background: A background in all or some of these areas Marketing, Communications, Public Relations, Social Media Marketing, Advertising,

Role Summary

- To develop and implement an integrated strategic marketing and communications plan to advance the brand identity of Empathy
- To broaden awareness of the charity's values and priorities, and increase its visibility across a wider audience

Main Responsibilities

- Develop market position and brand of the charity to a variety of audiences in order to enable it to fulfil its mission and aims
- Create a marketing/public relations strategy that will allow the organisation 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
- Oversee the ongoing development of Empathy's marketing and communications strategy in conjunction with management and the Board
- Serve as communications spokesperson on behalf of the trustees when required
- Oversee, in conjunction with the CEO, the implementation of the marketing and communications strategy.

What are we looking for?

Essential

- Marketing and PR/Communication expertise
- Demonstrated leadership and management, communication and presentation skills
- Experience of business, commerce or industry and handling government contracts
- Experience of the strategic use of social media as effective communication mechanisms to support services and activities
- Application of marketing strategy to charitable/not for profit organisations
- Excellent networking skills, influencing and communication skills.

- The ability to see the need and work with others to achieve the common goal of " Giving every child an equal opportunity for a fun and fulfilled childhood.

Desirable

- Experience of working within the charity, voluntary and public sector.
- An understanding of the challenges our families face.