

We are currently looking to co-opt a trustee with expertise in income generation and marketing to complement the skills of our existing trustees. You will be expected to attend the Finance and Fundraising committee and Board meetings, taking an active part in discussions and setting strategy.

We are looking for applicants with the following skills:

## **Essential**

- Proven successful track record at senior executive level in a commercial or voluntary sector organisation and/or experience of working with organisations of this type and at that level on income generation and/or marketing matters.
- Demonstrable ability to strategically assess where appropriate income generation and marketing strategies support the overall organisational strategy.
- Ability to demonstrate an understanding of, the charity sector challenges and opportunities, and, good governance in respect of income generation and marketing including the Code of Fundraising Practice.
- Ability to assess ethical and reputational risks associated with income generation and marketing activities.
- An understanding and acceptance of the legal duties, responsibilities and liabilities of trustees.
- An ability to work effectively as a member of a team.
- A willingness to devote the necessary time and effort.
- A commitment to George House Trust vision and values.

## **Desirable**

- Ability to confidently represent George House Trust at specific income generation activities and maximise networking opportunities with potential donors, sponsors etc.
- Skills to examine proposals and risk assess ambitious strategies to ensure they provide sustainable return on investment together with the ability to clearly convey findings to the Trustee Board.
- Experience of social media marketing campaigns or income generation.

We welcome and encourage applications from people regardless of background, age, faith, disability and sexuality. Our board is currently under-represented in relation to young trustees (18-30), women and people from Black, Asian and Minority Ethnic (BAME) backgrounds. We are very keen to diversify our board so that it is representative of the communities we serve, and we would therefore be particularly interested in applications from these groups.