

# Trustee – Marketing and Communication

## Role Purpose

As a Trustee, you will play a vital role in the governance and strategic direction of the charity, with the key responsibility for the charity's marketing and communication strategy and activities.

You will use your skills and experience to ensure that TVS achieves its mission and objectives, complies with legal and regulatory requirements, and operates efficiently and effectively.

**Location:** The role will primarily be conducted online, although you will be expected to participate in a limited number (usually 3-4) Trustee meetings in or near London. TVS will be able to help provide access to IT equipment if necessary and will reimburse any necessary travel costs.

**Time Commitment:** We would expect the ongoing responsibilities of the role to require on average around 10-20 hours a month, although the commitment may vary from month to month: more time may be needed during the onboarding phase.

In addition, you will be expected to attend quarterly board meetings, annual strategy days, and other key commitments.

**Duration:** The appointment will be for a period of 2 years, renewable by mutual consent.

**Reports to:** Chair of the Board of Trustees

## About the Charity

Tyume Valley Schools (registered UK charity number 1103909) is a small independent charity working to improve the quality of education and life chances of children and young people in the remote Tyume Valley, South Africa.

Our mission is to support sustainable development through education, providing resources, infrastructure, and innovative learning programs to underserved communities. We believe that education is a fundamental human right and a crucial driver of social and economic progress.

We seek to meet these challenges by providing extra-curricular classes in English, Maths, and Tech in a number of primary schools in the Tyume Valley, running Reading Clubs in villages in the valley, and supporting offsite learning camps. We employ, train and mentor, local graduates in Learning Support Assistant roles.

## Key Responsibilities

- **Strategic Leadership:**
  - Develop and implement a comprehensive marketing and communications strategy aligned with the organization's goals and mission.
  - Oversee the creation and execution of annual marketing plans, including budget management and performance metrics.
- **Brand Management:**
  - Ensure consistent and compelling messaging across all channels and platforms.
  - Enhance the organization's brand identity and visibility through innovative campaigns and initiatives.

- **Content Creation and Management:**
  - Lead the development of high-quality content for various media, including website, social media, newsletters, press releases, and promotional materials.
  - Manage the editorial calendar to ensure timely and relevant content delivery.
- **Public Relations:**
  - Serve as the primary spokesperson for the organisation, managing media relations and public appearances.
  - Cultivate and maintain relationships with media outlets, influencers, and key stakeholders.
- **Digital Marketing:**
  - Oversee digital marketing efforts, including website management, email marketing, SEO, and social media.
  - Analyse and report on digital marketing performance, using data to inform strategy and improve outcomes.
- **Community Engagement:**
  - Foster relationships with community partners, donors, volunteers, and beneficiaries to build a supportive and engaged network.
  - Plan and execute events and campaigns that raise awareness and support for the organisation's mission.
- **Team Management:**
  - Lead and mentor a team of marketing and communications professionals, providing guidance and support to achieve departmental and organisational objectives.
  - Collaborate with other departments to ensure cohesive and integrated communication efforts.

## Qualifications

- **Education and Experience:**
  - Minimum of 5-7 years of experience in marketing and communications, with a track record of success in leadership roles.
  - Experience in the non-profit or educational sector is highly desirable.
- **Skills and Competencies:**
  - Exceptional written and verbal communication skills.
  - Strong strategic thinking and analytical skills.
  - Proficiency in digital marketing tools and platforms.
  - Ability to manage multiple projects and meet deadlines.
  - Excellent interpersonal and relationship-building skills.
- **Personal Attributes:**
  - Passion for education and social impact.
  - Creative and innovative mindset.
  - Results-oriented with a proactive approach to problem-solving.
  - Collaborative team player with a positive attitude.

## **Benefits**

- The opportunity to make a significant impact on education and development in Africa.
- The chance to work with a passionate and dedicated team.
- Networking opportunities with professionals from diverse backgrounds.
- Professional development through board-level experience and training opportunities, both within TVS and with other professional organisations.
- TVS will reimburse expenses incurred in the role in accordance with our expenses policy

## **Application Process**

Interested candidates should submit their CV and a cover letter outlining their interest in the role and relevant experience to [stephenmuggeridge@btinternet.com](mailto:stephenmuggeridge@btinternet.com)

The closing date for applications is 21st September 2024, with the interview process closing at the end of September.

Tyume Valley Schools is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for the role without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, or age. TVS will provide training and induction appropriate to the successful applicant and to the role.