

Job Description

Marketing Officer

Introduction

The post holder is usually a trustee and member of the Board.

The Charities Act defines charity trustees as the people responsible under the charity's governing document for controlling the administration and management of the charity.

1. Aim

Under the Charities law, the Board of Trustees holds the ultimate responsibility for directing the affairs of the Gay Outdoor Club and ensuring that it is solvent, well run and delivering the charitable outcomes for which it has been set up.

This document seeks to define the key responsibilities of the Marketing Officer and provides clarity on the personal skills and experience required to successfully fulfil the role.

2. Associated Documents

This Job Description and person specification should be read alongside the Articles of Association.

3. Job Description

Create and implement a realistic annual marketing plan and budget approved by the Board, designed to;

- 3.1 Attract new members, with a particular focus on improving diversity
- 3.2 Retain existing members by working with the Membership Secretary, the Membership Engagement Officer and particularly the Group Coordinators to improve the entire experience for all members
- 3.3 Empower all members to be more active in assisting the club to put on more events, walks, and help the Board and its various committees
- 3.4 The Marketing Officer will chair and co-ordinate the Marketing Committee
- 3.5 Co-opt expertise as required to assist the function of the Marketing Committee
- 3.6 Work with members of the committee to produce an annual marketing plan and budget to be approved by the Board
- 3.7 Take accountability for reporting the budget spend to the Board
- 3.8 Provide the Board with progress reports and evaluation of the marketing plan

4. Person Specification

The person needs to be a competent administrator. They must have an open, friendly and welcoming approach and be polite at all times, even when dealing with a difficult situation, and be able to work with other trustees to fulfil the aims and objectives of the Gay Outdoor Club.

5. General Qualities

As nearly all day-to-day interactions are via the internet the Marketing Officer needs to be computer literate and adept at writing clear emails.

6. Specific Skills and Experience

May have previously held a similar post in another organisation being responsible for a budget.

Must be able to attend board meetings.

7. Appointment and Resignation

Trustees are usually elected each year at the AGM as per the Articles of Association. Although there is usually space on the board for members to be co-opted onto the board, these are generally used for securing individuals with skills and experience in fields required at the time. All trustees' terms of office are for one year only and expire at the AGM. Existing trustees can offer themselves up for re-election each subsequent year, provided that they are sponsored as per the Articles of Association. Trustees may resign at any time.

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