



## **Citizens Advice Richmond is looking for a Trustee (Marketing & Communications)**

### **What will you do?**

We are looking to recruit a Trustee that will lead on developing and shaping both our internal and external communications strategies to support the organisation's mission. You will help us:

- help build an internal communications strategy that strengthens engagement among volunteers, staff, and trustees, fostering a positive culture and bolstering team spirit.
- shape an external communications strategy to raise the profile of Citizens Advice Richmond (CAR) in the local community and beyond.
- drive external engagement to encourage new volunteer recruitment, support fundraising initiatives, and increase visibility with current and potential funders.
- provide guidance, oversight, and support to volunteers involved in implementing the communications strategy.
- bring a creative, strategic marketing and communications perspective to board discussions and decision-making.

In addition, you will:

- complete an induction for your role and maintain an awareness of how the local Citizens Advice is operating.
- contribute to the overall governance and strategic direction of a vibrant charity supporting Richmond residents.
- read papers for board meetings and attend six board meetings per year, as well as participating in relevant sub-committee meetings.



## What's in it for you?

- use your experience to make a positive impact for people in your local area by ensuring the local Citizens Advice is sustainable and meeting the needs of the community
- meet people and build relationships with trustees, staff and other volunteers
- build on your governance, leadership and strategy knowledge and skills
- increase your employability



## What do you need to have?

You'll need to:

To be our lead marketing/communications trustee you'll need to:

- have professional experience or relevant qualifications in marketing, communications, public relations, or media relations.
- have strategic experience in developing and delivering effective internal and external communications strategies.
- have the ability to guide, mentor, and support volunteers executing marketing or communications activities.
- have an understanding of brand awareness, audience engagement, fundraising support, or volunteer recruitment campaigns.

As well as:

- be non-judgmental and respect views, values and cultures that are different to your own.
- have good listening, verbal and written communication skills.
- be able to exercise good independent judgment and if necessary make difficult recommendations.
- be able to explain complex marketing or communications concepts clearly to non-specialists.
- be willing to learn about and follow the Citizens Advice aims, principles and policies, including confidentiality and data protection.

- be willing to undertake training in your role.



## **How much time do you need to give?**

You will need up to 15 hours per month for the regular activities, but this will vary according to the quarterly reporting and other factors.

Trustee boards usually meet in the evenings, and you'll likely need to give 12-15 hours per year to attend these. Sub-committees meet quarterly and a further 4-6 hours per year are required for these.



## **Valuing inclusion**

Our volunteers come from a range of backgrounds and we particularly welcome applications from disabled people, people with physical or mental health conditions, LGBT+ and non-binary people, and people from Black Asian Minority Ethnic (BAME) communities.

If you are interested in becoming a trustee and would like to discuss flexibility around location, time, 'what you will do' and how we can support you please contact us.



## **Contact details**

Please contact Lorna Reid on 0208 891 2145 or [lorna.reid@citizensadvice-richmond.org](mailto:lorna.reid@citizensadvice-richmond.org) for a chat about the role.

To apply, please complete our application form and indicate that it is the trustee treasurer role you are interested in, many thanks.

[Become a Trustee – Citizens Advice Richmond](#)