



Role Description - Comms and marketing

Board Member

Role Title: Member of Baby Bank Network Board of Trustees

Reporting to: Chair of the Board and the Board

Working with: Board of Trustees

Introduction

As the strategic management body of Baby Bank Network, Board members have specific responsibilities. These include responsibility for directing the affairs of Baby Bank Network, ensuring it is solvent and well run, and that it acts within corporate and charity law. Board members are entrusted to look after the resources of Baby Bank Network and ensure that these are used effectively for the overall purpose of the organisation. Board members are accountable for their decisions and actions to our service users, staff, the public, courts and funders.

Main Responsibilities of Board members

1. Ensure our charity is carrying out its purposes for the public benefit and contributing to setting overall policy, defining goals and setting targets and evaluating performance against agreed targets
2. Comply with our governing document and the law.
3. Act in the charity's best interests
4. Manage our resources responsibly
5. Act with reasonable care and skill - for example preparing for meetings, including reading any documents or undertaking such research as necessary to contribute properly to discussions and decisions, as well as attending meetings and training.
6. Ensure the charity is accountable - both internally and externally.
7. Specifically, to broaden awareness of the charity's values and priorities; and increase its visibility across a wider audience
8. To support the CEO in developing a strategic marketing and communications plan to advance brand identity of the organisation, to secure the long term financial sustainability of the organisation

3 Time Commitment

- The Board meets approximately every 6 weeks, usually in an evening and via MS teams or in person
- You may also have other ad hoc tasks to be undertaken in between meetings
- You may be required to attend special events (such as fundraising and celebration events)

4 Person Specification

- Commitment to the work of Baby Bank Network
- A background in all or some of these areas Marketing, Communications, Public Relations, Social Media Marketing, Advertising, Digital, Governance
- An understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship
- Understanding and knowledge of good governance
- Willingness to devote the necessary time and effort
- Good, independent judgement
- Knowledge or experience of business and committee procedures is desirable
- An ability to work effectively as a member of a team
- A willingness to speak your mind