

Boardmatch – Marketing Role Spec Template

The Organisation:

[Short piece of information about the organisation]

The Role:

[Organisation name] are seeking a director with a Marketing background. If you have experience in this area and want to play a role in helping [mission] we're keen to hear from you.

Responsibilities will include the following:

Option 1: To oversee the development and implementation of an integrated strategic marketing and fundraising plan to advance brand identity of the organisation and its major donors

Option 2: Develop market position and brand of the charity to a variety of audiences to enable it to fulfil its mission and aims

Option 3: Assist with the creation of a marketing and fundraising strategy that will allow the organisation to cultivate and enhance meaningful relationships with targeted, high-level external audiences including the media and key influencers

Option 4: Oversee the ongoing development of the organisation's marketing and fundraising strategy in conjunction with management and the Board

Board Meetings:

There will be [number] board meetings and [number] sub-committee meetings a year. Meetings are held in [venue, area].