



35 Exchequer Street, Dublin 2

www.boardmatch.ie

Marketing Role Spec Template

The Organisation:

[Short piece of information about the organisation]

The Role:

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

General Trustee duties of a Charity Trustee

- Comply with the Charity's governing document
- Ensuring charity is complying with its charitable purpose for the public benefit
- Acting in the best interest of the charity
- Act with Reasonable Care and Skill
- Manage the assets of your charity

General Responsibilities of a Marketing Trustee 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 [Insert number] meetings a year. Meetings are held in the premises of [Insert Location].

Registered Charity: RCN20058968

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