

# Trustee – Marketing & Comms

## Your Park Bristol & Bath



### What we do

We help everyone use parks and their transformative health and wellbeing benefits.

DEFRA estimates that if everyone spent time in parks, the NHS could save £2.1 billion a year, however many people do not feel parks or for them or cannot use them. We work with under-served communities to help them spend time in green space and we support small groups and community organisations to do the same.

From supporting people with complex mental health needs to connect with nature and build community, to identifying and removing physical barriers to park access, we work to make sure parks fulfil their potential as free to use, community assets.

### Our opportunities and challenges for 2024 and beyond

You will be joining the charity at an exciting time in our journey. Established in 2019, we are celebrating our fifth year and have just adopted a new strategy. Over the last few years, we have demonstrated our ability to deliver significant impact for communities. In 2023, we reached thousands of people by working across 40 parks in Bristol and Bath and our impact is set to further increase this year.

We are still young and have endured the pandemic, cost-of-living crisis and continued cuts to Local Authority parks budgets. Our biggest challenge continues to be financial sustainability. We need to continue to develop sustainable, unrestricted income streams to support our core running costs and this will be a key focus for 2023-2026.

Furthermore, we need to improve the diversity of our team and our trustees. We need to be more representative of the communities we support, ensuring our work is informed by a broad range of perspectives and leading to better decision making.

**We're particularly interested in receiving applications from people who are from ethnically diverse backgrounds, Disabled people, unpaid carers, or people from low-income households.**

### The role

As a Trustee with a communications background, you will take the lead at board level, whilst ensuring that the collective responsibility of the Trustees for the oversight and support of marketing and communications goals and activities.

All Trustees share responsibility for the organisation. The main responsibilities of Trustees are to:

- oversee the strategic direction of the charity as it scales to meet demand, and support the CEO in managing this growth;
- use their expertise to help guide the process;

*Your Park Bristol and Bath is the working name of the Bristol and Bath Parks Foundation a registered charity in England and Wales registered no 1182217.*

- ensure the organisation works within the law and in line with its governing document and policies;
- keep informed about the activities of the charity in order to maintain effective oversight;
- take a financial overview and ensure that the organisation's finances are adequate and responsibly managed;
- promote the work and safeguard the reputation of Your Park Bristol and Bath.

We have completed a skills audit of our existing trustee and staff team and we are looking to build experience and knowledge of marketing and communications practice.

At present, we do not have an in-house communication role. We outsource digital marketing to an agency and buy in support for campaigns when funding allows. We aim to have in-house capacity in this strategy period and need a trustee to help guide us to use our limited resources in the most effective way possible.

## **Skills and experience needed**

You do not need to have prior experience of being a Trustee or experience working with boards. We will provide training to fully induct you into the role and you will be buddied up with one of our longer standing trustees to support you in your first six months.

We are primarily looking for communications professionals who are passionate about the potential of Bristol and Bath's parks and want to help everyone experience their benefits.

### **Experience**

- A substantial background as a marketing and communications professional, with proven track record of success at an operational and strategic level.

### **Personal Qualities**

We are particularly looking for Trustees who:

- live in Bristol or Bath;
- demonstrate an interest and commitment to the work, values and vision of Your Park Bristol and Bath;
- are clear thinkers and good communicators;
- are willing to enforce the legal duties, responsibilities and liabilities of trusteeship;
- are willing and able to devote the necessary time to the role;
- are willing to provide advice to the Chief Executive or other trustees on an ad hoc basis, according to their expertise;
- have a strong commitment to improving the lives of the under-served in our society.

## **Meetings, time commitment and remuneration**

Board meetings are currently held five times a year with three taking place online and one or two in person meetings in Bristol or Bath. Meetings generally start at 6pm and last no more than 90 minutes. Trustees should also allow a certain amount of extra time for preparation for and follow up from these meetings.

As the Marketing & Communications lead, you should allow 2-4 hours per month for work specific to your role.

The position of Trustee is purely voluntary; in return for giving time and expertise you will be offered the opportunity to make a real contribution to changing the lives of people in Bristol and Bath. Reasonable expenses can be claimed by Trustees when agreed in advance.

## **How to apply**

If you would like to apply to become a Trustee, we would be very grateful if you could send your CV, along with a letter outlining the reasons why you are interested in the role and the contribution you think you could make by 30<sup>th</sup> April 2024.

If you would like to discuss the role further, please contact the CEO, Charlee Bennett at [charlee@yourpark.org.uk](mailto:charlee@yourpark.org.uk), who can tell you more herself and/or put you in touch with our Chair of Trustees.