

PUBLICITY AND COMMUNICATIONS TRUSTEE ROLE DESCRIPTION

As a member of the Board of Trustees, the Trustee for Publicity and Communications will support the Friends of St Monica's Hospital charity in promoting its charitable objectives and maintaining effective communications with stakeholders, supporters, beneficiaries, and the wider public. The role will provide strategic oversight and guidance on publicity, communications, and public engagement activities, helping to ensure that the charity presents a clear, consistent, and positive public profile appropriate to its size and resources. The Trustee will work collaboratively with fellow Trustees and any staff or volunteers involved in communications activities.

KEY RESPONSIBILITIES

- Provide oversight and advice in relation to publicity, communications, and public relations activity
- Support the development of appropriate communication strategies and messaging
- Encourage effective use of the charity's website, newsletters, social media, and other communication channels
- Assist in promoting the charity's services, events, campaigns, grant making and fundraising activities where appropriate
- Support the protection and enhancement of the charity's reputation and public profile
- Advise on opportunities to increase community awareness and stakeholder engagement
- Ensure that communications activity reflects the charity's aims, values, and policies
- Act as an ambassador for the charity and promote its work externally where appropriate

ESSENTIAL SKILLS AND EXPERIENCE

- An interest in publicity, communications, media, marketing, or community engagement
- Good understanding of the local community and its needs.
- Strong leadership, organisational, and interpersonal skills.
- Ability to work collaboratively.
- Sufficient time to commit to meetings, events, and ongoing communication.

DESIRABLE SKILLS AND EXPERIENCE

- Experience in communications, public relations, marketing, journalism, digital media, or related areas
- Experience of social media or website content management
- Knowledge of the voluntary or charitable sector
- Previous Board or Trustee experience

In addition to the above, the PR and Communications Trustee will fulfil the duties and responsibilities of a Trustee in accordance with charity law and governance in best practice.

They will have the responsibilities and qualities of all trustees:

RESPONSIBILITIES OF ALL TRUSTEES

- Support and provide advice on FOSMH's purpose, vision, goals and activities.
- Approve operational strategies and policies, and monitor and evaluate their implementation.
- Oversee FOSMH's financial plans and budgets and monitor and evaluate progress.
- Ensure the effective and efficient administration of the organisation.
- Ensure that key risks are being identified, monitored and controlled effectively.
- Review and approve FOSMH's financial statements.
- Keep abreast of changes in FOSMH's operating environment.
- Contribute to regular reviews of FOSMH's own governance.
- Attend Board meetings, adequately prepared to contribute to discussions
- Use independent judgment, acting legally and in good faith to promote and protect FOSMH interests, to the exclusion of their own personal and/or any third party interests.
- Contribute to the broader promotion of FOSMH's objects, aims and reputation by applying their skills, expertise, knowledge and contacts.

ESSENTIAL QUALITIES AND ATTRIBUTES OF ALL TRUSTEES

- Willingness and ability to understand and accept their responsibilities and liabilities as trustees and to act in the best interests of the organisation.
- Ability to think creatively and strategically, exercise good, independent judgement and work effectively as a board member.
- Effective communication skills and willingness to participate actively in discussion.
- A strong personal commitment to equality, diversity and inclusion.
- Enthusiasm for our vision and objectives.
- Willingness to lead according to our values
- Commitment to Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership

TERMS OF APPOINTMENT

Terms of office

- Trustees retire by rotation after three years but may stand for re-election. There is no maximum term of appointment.
- This is a voluntary position, but reasonable expenses will be reimbursed.

Time commitment

- Attending 6 Board meetings and AGM annually. Currently meetings are held at St Monica's Hospital, Easingwold.
- Attendance at educational and networking events as required to enhance Trustee knowledge and experience.
- Attendance at fundraising events and community activities.
- Regular contact with other Trustees (and Members and Volunteers as necessary) between meetings (mostly via email or phone).