



Role description

Communications Trustee (Marketing, Digital and Communications)

(Voluntary Position)

1-2 day per month

WHO WE ARE

The St Albans Museums and Galleries Trust is a registered charity and a key partner of the St Albans Museums Service. We support the development and improvement of our award winning museums, galleries and heritage sites covering content from Roman Britain to Contemporary Art.

Our work includes:

- fundraising and grant giving,
- stakeholder engagement,
- marketing campaigns,
- being a proud, local advocate for the museums and galleries' wonderful work.

We know that the museums, galleries, historic buildings and archaeological sites of St Albans and the surrounding district that we champion are treasured and valued by the community. They inspire, they educate, they promote change and are impactful tourist and community centres.

THE OPPORTUNITY

We are looking to appoint a trustee with experience in marketing, webspace development and social media coordination to develop our communication strategy and outputs. This role will be at the centre of ensuring that our charity reaches the right audiences with the right message.

In the wake of CV-19's devastating impact on the arts and culture sector our Trust's role is needed now more than ever to champion and protect the museums and galleries of St Albans for future generations.

WHAT YOU WILL BE DOING

One day you may be supporting on a Roman Britain exhibition for tourists and the next championing our incredible community artworks to local businesses. No day is quite the same. Working alongside the trustees and museum staff you will:

- Advise on MarComms strategies for both the Museums and Trust
- Develop and implement marketing and communications campaigns for a broad range of initiatives (exhibitions to fundraising)
- Manage and deliver a new, simplified webspace for the Trust alongside the museums and galleries team
- Advocate for a unique cultural conglomerate in the heart of St Albans
- Develop your professional and leadership skills through new and exciting challenges

WHO WE ARE LOOKING FOR

Our Trustees are proactive, passionate and happy to try out something new. You should bring the skills and knowledge [detailed below], but also have your own goals for the role that we can help you achieve

KEY SKILLS

- A full range of communications, marketing, people and management skills.
- Excellent written, verbal and presentational skills with a track record of producing high quality, inspiring and compelling content across a range of digital channels.
- Ability to develop and/or execute social media campaigns.
- Basic webspace development and management skills.
- Analytical skills and ability to interpret and work with a range of data and information and evaluate impact of activity.
- Experience of managing and mitigating reputation risk.
- Experience of working within the charity, voluntary and public sector.
- Understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship.
- Good communication and leadership skills

DESIRABLE SKILLS

- Dedicated to the organisation's cause and objectives and willing to act as the charity's ambassador to external bodies, charities and companies.
- Skills and experience in one or more areas of non-executive governance and management e.g strategic planning, business management, financial/accountancy, experience of Trusts or other grant giving bodies particularly fundraising and legal knowledge.
- A team-oriented approach to problem solving and to management.
- Understanding of KPI based reporting and management.
- Understanding of Third Sector communications and philanthropic messaging.

TIME COMMITMENT

- The Board meets at least 4 times a year.
- It is expected that trustees spend at least 1-2 hours a week on their duties (1-2 days per month).

The board is currently an operational one, and the trustees act as the main staff of the charity on a voluntary basis as well as being trustees on the board of directors. Please be aware that all trustees will be expected to take on functional roles.