

SAVE OUR SHROPHIRE CIO – TRUSTEE ROLE DESCRIPTION

POSITION PROFILE

Position Summary			
Title:		Reports to:	
Chief Business Development Trustee		Chair of SOS CIO	
Functional Department		Position Level	
Business Development		Trustee	
Location			
Virtual			
Document Revision	1.0	Date	06 Jan 2022

§ #	Description
1.	<p>Strategic Focus for the position.</p> <p>The position of Business Development Trustee manages the critical Marketing and Business Development strategic objective of Save Our Shropshire CIO (SOS CIO). SOS CIO is pursuing the objective of Net Zero Carbon Emissions in Shropshire 2030 focussing on education of householders and councils. The Business Development Trustee will ensure effective strategic development of the communication of the aims and objectives of SOS CIO to its target audiences through a marketing mix of website, social media, advertising and local and national promotional events. The objective is to ensure we get householders and councils to engage in our educational and associated programmes.</p>
2.	<p>Objective of position</p> <p>The Business Development Trustee will manage the Marketing activities. This will include establishing marketing campaigns through Social Media, the website etc. They will establish and develop links with organisations such as the Carbon Literacy Project, other similar organisations in Shropshire and beyond to promote SOS CIO's educational and associated services. We have three core streams of educational services – Householders, Parish and Town Councils, and Small to Medium Size Businesses. The target audiences must be attracted to take part in our educational workshops on a weekly and monthly basis through Marketing and Communication activities – which covers everything from conference development, advertising and promotion of workshops, social media and brand management.</p>
3.	<p>Key Business Processes operated in position</p> <ul style="list-style-type: none"> • Production of a Strategic Marketing and Business Development Plan • Reporting the marketing and business development plans and achievements • Manage the advertising and promotional plans



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	<ul style="list-style-type: none"> • Manage the relationship with Members, Course Attendees and others through the Hubspot CRM database through a newsletter, and relevant promotional activities • Manage expenditure budget for marketing and promotional activities
4.	Interactions with other functions/people <ul style="list-style-type: none"> • Liaise with relevant staff, committee members and/or volunteers to ensure the effective promotion of SOS CIO • Make fellow committee members aware of marketing and promotional activities for course attendees and members
5.	People/Functions reporting into this position None at present, but will in due course require support. The Business Development Trustee will have responsibility for recruiting and managing volunteers and staff members.
6.	Key Responsibilities and Duties <ul style="list-style-type: none"> • Play an important entrepreneurial role in creating relationships with other organisations, and development of business opportunities • Provide a Business Development and Marketing plan to support SOS CIO's development • Develop the website as an asset for attracting members and course attendees and useful relevant information • Develop marketing and social media communication activities to increase the awareness of SOS CIO amongst its target audiences. • Develop a Fundraising strategy, and act as an ambassador for SOS CIO
7.	Required Qualifications, Skill Sets, Competencies and Experience <ul style="list-style-type: none"> • Experience at a Senior Level in organisations of Business Development and Marketing • Skills and experience in one or more areas of non-executive governance and management e.g. strategic planning, business management, experience of Trusts or other grant giving bodies • Awareness of the constraints of Charities and how to market and advertise the business • An excellent understanding of how to achieve the aims and objectives of a Trust within the constraints of being a not for profit organisation.
8.	Required Personal Attributes <ul style="list-style-type: none"> • Team Working with colleagues • Ability to communicate clearly • Demonstrated commitment to the objective of achieving zero emissions of GHGs in Shropshire by 2030 and beyond • Able to maintain confidentiality • Be supportive of the values (and ethics) of the organisation. • Understand the importance and purpose of meetings and be committed to preparing for them adequately and attending them regularly.



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9.	Scope for progression and development <ul style="list-style-type: none"> • Role as chair of SOS CIO • Trustee for other functions
10.	Short-term, medium-term and long-term goals for the position <ul style="list-style-type: none"> • Short-term - develop the advertising and promotional strategy and action plan • Medium-Term – Develop the Marketing and Business Development strategy for 2022-2027 • Longer-term. Make SOS CIO a pre-eminent force in the delivery of behaviour change with respect to the Climate Emergency in Shropshire and beyond.
11.	Performance Measures relating to the position <ul style="list-style-type: none"> • Membership numbers and growth • Funds raised compared with funds required, • Number of people accessing and using the website • Numbers of people registering for courses from all audience sectors • Awareness of SOS CIO across Shropshire and beyond.
12.	Working Conditions. Work from home as required