

OPPORTUNITY

WHO ARE WE?

OPPORTUNITY DESCRIPTION

VOLUNTEER DIRECTOR MARKETING

We excel at delivering impactful experiences, help us shout about it!

Newmilns Snow and Sports Complex is a dynamic and evolving organisation dedicated to changing people's lives. As the only UK Charity Ski Slope, we are proudly different.

Using the power of the great outdoors and a 'sport for change' model we develop confidence, motivation and employment skills through snow sports. We work with children and adults, schools and youth groups delivering employability, personal development, volunteering and training opportunities at our rural, East Ayrshire site.

The most direct benefit of our work is delivered to disadvantaged or hard to reach groups. To achieve this we work with our community to identify the issues important to them, develop and deliver solutions to ensure everyone has access to opportunities to make the changes needed to live positive and fulfilling lives.

We also have a busy snow sports lesson schedule, offer recreational skiing and snowboarding, tubing (sledging) and children's parties.

Our wonderful business is experiencing exciting change and growth, with an expanding social impact portfolio, increasing staff team and specialisms, introduction of transformative digital solutions and a growing passion for increasing opportunities within our community. This opportunity is all about transformation; advising on commercial marketing strategy that drives innovation and growth.

Could you share your professional expertise to advise and guide the Board in our marketing strategy and redefining the Newmilns brand.



SKILLS & QUALIFICATIONS REQUIRED

You should have a marketing background and be looking for experience at Board level where you can share your professionalism to help shape business results.

You will be expected to advise and guide Board colleagues as well as support the leadership team, sharing your expertise, skills and knowledge.

You should

- Be an excellent communicator.
- Have knowledge and experience of the fundamentals of marketing.
- Be confident to share a refreshed view and advise on brand.
- Guide and support the identification and selection of marketing staff.
- Guide and review if needed any marketing materials.
- Advise on the selection and implementation of a range of marketing tools.

WHY JOIN US?

You can expect to join a small, dedicated, volunteer team of passionate professionals who share our values and are committed to positive social change in our community.

- Shared and equal responsibility.
- Monthly online meetings.
- Appointment for a 2-years with opportunity for reappointment for a further 2 years.
- Develop Board level experience.
- Be part of a vibrant growing business where fun underpins our lifechanging activities.
- Free slope access.

INTERESTED?

If you like what you read or you want to find out more. Contact Britt Campbell at britt@skinemilns.com to arrange an informal chat or please submit your CV with covering letter explaining why this opportunity is of interest to you.



We are an equal opportunities employer with a commitment to making reasonable adjustments for candidates who may require them. We encourage applications from groups currently underrepresented on our Board; women, people from black and minority ethnic backgrounds, under 35s and those with disabilities.