**

Edinburgh Remakery Role Description**

**Title:** Trustee, with marketing and communications expertise

**Location:** Online and in-person attendance at Board meetings and planning days

**Salary:** Unpaid voluntary position, reasonable expenses will be reimbursed

**Key Relationships:** Edinburgh Remakery CEO, staff, fellow Trustees and volunteers, and wider stakeholders

**Time commitment**: Initially a larger time commitment will be required as part of the communications and marketing review and development of the marketing strategic plan. This will lead to a monthly commitment as the strategic plan is implemented of approximately 4 hours.

**About Us**

The Edinburgh Remakery is an award-winning environmental social enterprise committed to diverting waste from landfill and promoting a culture of repair and reuse. We provide people and communities with the skills and opportunities to live more sustainably.

### Our Vision is to create a culture of sustainable, waste-free living, and protect our planet for future generations.

### Our Mission is to reduce waste by providing repair and reuse services and training to communities and businesses.

**Our Values are;**
**Culture:** Putting planet and people at the heart of our actions
**Courage:** Have courageous conversations, speak the truth with integrity
**Nurture:** Creativity, innovation and passion
**Respect:** Treat people with respect through inclusivity and equality
**Strive:** To be the best at what we do, and make a real positive difference in our world
**Collaborate:** Adopt an open approach to working both as an organisation and within our communities to strengthen resilience, educate and communicate
**Live sustainably:** Choose to reuse

**Role Purpose**
The purpose of the role of an Edinburgh Remakery (ER) Trustee is to, along with other Trustees, provide strategic leadership and good governance for ER. This includes meeting the legal requirements of the organisation.

This Trustee role will specialise in marketing and communications. This role will actively contribute to the development of the strategic marketing plan for ER to ensure that it successfully maximises funding, partnership and community engagement opportunities. This position requires both a strong understanding of good governance and a working knowledge of the operational practices necessary to turn these marketing concepts into a reality.

This marketing and communications Trustee role will provide guidance on the following;

* Planning, execution, and optimisation of integrated marketing campaigns across multiple channels, including web, email, social media, publications, events and partnership networks
* Developing campaign briefs, resource packs, creative assets, and messaging strategies that align with ER objectives, campaigns and target audiences
* Monitoring campaign performance in real-time, analysing results, and identifying opportunities for optimisation and improvement
* Integrating tracking tools to collate marketing data and develop systems to generate regular reports and insights

**Key Responsibilities and Tasks for all Trustees**

1. To ensure ER complies with its Articles of Association, company and charity law and any other relevant legislation or regulations.
2. To ensure that ER pursues its aims and objectives as defined in its Strategic Plan.
3. To ensure ER applies its resources exclusively in pursuance of its charitable objects.
4. To contribute actively to the Board in giving firm strategic direction to the organisation.
5. Setting overall policy, defining goals and setting targets and evaluating performance against agreed targets.
6. To safeguard the good name and values of ER.
7. To ensure the effective and efficient administration of ER.
8. To ensure the financial stability of ER.
9. To appoint the Chief Executive Officer and monitor their performance.
10. Support the Chair, Vice Chair and Treasurer in the leadership of the Board.

**Practicalities**

A key focus for Trustee is attending and contributing to Board Meetings which are held on a regular basis. The Trustee should use any specific skills, knowledge or experience they have to help the Board and Staff reach sound decisions in the best interest of the Edinburgh Remakery. This will involve scrutinising Board meetings papers, leading discussions, focusing on key issues, providing advice and guidance on new initiatives or on other issues in which the Trustee has special expertise and/or enthusiasm.

Full induction and training will be provided when joining the Board. We are particularly keen to attract a diverse range of candidates to the Board and would therefore ask that you let us know if you have any specific support needs in this role.

**Personal Specifications**

**Personal Attributes**

1. A willingness to lead the organisation
2. A commitment to the organisation and its objectives
3. A willingness to devote the necessary volunteer time and effort
4. A willingness to speak your mind
5. Enthusiasm and passion for the circular economy
6. An understanding and acceptance of the legal duties, responsibilities and liabilities of Trustees

 **Key Skills**

1. Strategic vision
2. Good, independent judgement
3. An ability to work effectively as a member of a team
4. Possesses tact, diplomacy and powers of persuasion
5. An ability to think creatively and ask challenging questions