

The Great North Wood Collective organisers of Crystal Palace Festival

The Great North Wood Collective is a registered charity with a mission to act as a gateway to arts and culture in Crystal Palace and the surrounding areas. Our values are to be inclusive, creative, diverse and fun. We provide cultural activities and events that are fun and relevant for the community, that support community belonging and participation and volunteers are the heart of everything we do.

We creatively celebrate Crystal Palace as a unique and exciting place to live and visit by working with local residents, businesses, schools, community groups, artists and performers to bring high quality arts and culture to south-east London.

WANTED: Trustee –Marketing. Role description

Location: Board Meetings take place at The Queen’s Hotel, 122 Church Road, London, SE19 3AF

Reports to: Chair of the Board of Trustees, Graham Whitlock

Remuneration: Trustees are volunteers and are unremunerated. Out of pocket expenses can be reimbursed, where agreed in advance

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| Days and hours of meetings: | 7 Board of Trustees meetings Usually Tuesdays 6:30pm– 8:30pm 1 Strategic Away Day Weekend day | Additional information: <ul style="list-style-type: none">• Sub Committee/working parties – 3 hours a month (face to face or virtual)• Coordination by correspondence – 2 hour a month emails |
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The Board meets on weekday evenings and in addition holds a strategic planning away day each year (on a weekend). Sub Committees and working groups are under review. They are likely to include; Business planning and Finance; Marketing, Brand and Comms; Programming; Operational delivery/logistics. Board members are also expected to join one of the Board sub-committees/working parties. Location for these meetings and frequency is agreed by each subcommittee. They can be virtual or face to face.

The Board of Trustees

The Great North Wood Collective is a registered Charitable Incorporated Organisation (CIO). As the strategic management body of the Crystal Palace Festival, Trustees have specific responsibilities. These include responsibility for directing the affairs of the charity, ensuring it is solvent and well run, and that it delivers its strategic plan and charitable objects. Trustees are entrusted to look after resources and ensure that these are used effectively for the overall purpose of the charity. Trustees are accountable for their decisions and actions to the Charity Commission, our governance structure, our local community, funders and beneficiaries. For details on the specific roles and responsibilities of a Charity Trustee we strongly recommend reading the Charity Commission Guide to Becoming a Charity Trustee - <https://www.gov.uk/government/publications/the-essential-trustee-what-you-need-to-know-cc3>

The Great North Wood Collective Charitable Objects (Charity Registration Number 1178671)

For the benefit of the public to advance, promote, encourage, educate and develop appreciation and enjoyment of, access to and participation in the arts, culture and heritage, in particular but not exclusively through the provision of an annual festival as well as programmes of workshops, activities, performances and events in and around Crystal Palace.

Responsibilities of Board members:

1. To agree and regularly monitor Crystal Palace Festival's strategic direction and ensure that it pursues its objectives in delivering these in accordance with our charity objects.
2. To ensure that the organisation functions within the legal and financial requirements of a charity and strives to achieve best practice.
3. To contribute actively in giving firm strategic direction to the charity, setting overall policy, defining goals and setting targets and evaluating performance against agreed targets.
4. To safeguard the good name, brand and values of the charity .
5. To ensure the effective and efficient delivery of the Crystal Palace Festival and all other activities undertaken.
6. To ensure the financial stability of the charity and the proper investment of funds in accordance with the charity's stated aims and objectives and relevant legislation.
7. To appoint the Festival Director, provide direction and support them and monitor them in their performance.
8. To use any specific skills, knowledge and experience to help the Board reach sound decisions (this will include the scrutiny of proposals, leading and initiating discussions, providing advice or guidance on new initiatives and utilising any specialist expertise and experience).
9. To chair and/or attend bodies given delegated authority by the Board.

Additional duties of the Marketing role:

1. Take the lead at Board level for the marketing strategy of the Festival to maximise our engagement and our limited budget, including supporting the charity's fundraising and messaging,
2. Lead the marketing sub-group, working with the Festival Director and marketing advisors to develop and implement strategies to support fundraising and build audiences.
3. To engage in aspects of the delivery of the marketing strategy, including taking on and completing tasks, advising and where appropriate/agreed overseeing staff and other volunteers in the delivery of tasks. This aims to include supporting the development of marketing internships/placements by HE students who would take on tactical implementation of the charity's marketing.

Skills and experience required: (composite board skills and marketing)

- A commitment to the charity, its values and ambition
- A commitment to and understanding of arts and community engagement
- A willingness to devote the necessary time and effort
- Strategic vision
- Good independent judgement
- An ability to think creatively
- A willingness to speak your mind
- Be pro-active and follow through ideas
- An ability to work effectively as a member of a team
- Willingness to be available to staff for advice and enquiries on an ad hoc basis

We appreciate a single candidate may not have all the skills below and have previously appointed 2 Trustees with complimentary marketing experience;

- Experienced, practical leadership in marketing strategy
- A strong working knowledge of social media, from strategy to implementation
- Experience in 'below the line' channels such as PR, Social (community not paid), email/CRM and events.
- Ideally with a sound grasp of the challenges facing large events such as festivals
- Experience of marketing in the charity sector is desirable
- Experience of websites, coding and graphic design is desirable.

