

TRUSTEE (strategic comms)

Dated: August 2020

About the Centre for Youth Impact

The Centre for Youth Impact is a small charity with a UK-wide reach. It supports a community of organisations committed to working together to progress thinking and practice in impact measurement in provision for young people. The Centre's vision is for all young people to have access to high quality programmes and services that improve their life chances. It believes that embedding more meaningful approaches to evaluation, quality improvement and impact measurement at the heart of resilient, learning organisations is key to achieving this vision.

The Centre for Youth Impact was formed in 2014 as a partnership initiative between the National Council for Voluntary Youth Services (NCVYS), Dartington Social Research Unit, and Project Oracle (with which the Centre recently merged). It is funded by a range of supporters, including central government, the National Lottery Community Fund, the Paul Hamlyn Foundation and the Esmée Fairbairn Foundation. The Centre's nine-strong team works nationally from its offices in East London, including supporting regional network leads across England. This year also sees its work expand into Scotland, Wales and Northern Ireland.

Collaboration is key to the Centre's approach – making a safer and more inclusive conversation about evaluation and impact part of the day-to-day dialogue within and between youth sector organisations. The Centre is currently engaged in over 20 live projects with a wide range of partner organisations and hosts regular events around the country. It is currently contracted as the official 'learning partner' to the likes of the Youth Investment Fund, the Listening Fund, Kick the Dust, #iwill and Act for Change.

Having only become a charity on 1 April 2018, we've submitted one full set of accounts to the Charity Commission, which can be found [here](#). Nevertheless, our financial position is currently quite strong, with a turnover of around £700,000 and unrestricted reserves broadly equivalent to three months' running costs. More detailed financial information can be made available upon request.

For more information, please visit www.youthimpact.uk

About the Board of Trustees

The Centre's Board consists of six Trustees, including a Chair, who are appointed for a term of three years (renewable for a further three by mutual agreement). The current Chair of the Trustees is Martin Houghton-Brown. Brief biographies of the current Trustees can be found on our [website](#). Sarah Rose, Operations Manager at the Centre serves as Board Secretary.

The Centre's Board meets face-to-face four times per year in Central London, usually rotating around the offices of the London-based trustees. Since lockdown restrictions came into effect in March, meetings have been held online, on a monthly basis.

This recruitment round covers the replacement of one outgoing trustee and the recruitment of a treasurer, as our current treasurer is stepping down from this role, but remaining as a trustee of the Centre.

About the role

The Board of Trustees is seeking to maintain an appropriate level of skills and experience to support the Centre's development, and with this in mind, are looking for a Trustee with strategic comms and brand management experience. This is an exciting opportunity to join an impressive and capable Board, working with our recently appointed Chair.

We are seeking a credible and influential individual with belief in and passion for the Centre's mission and purpose. The successful candidate will have a background in strategic comms, and practical experience of engaging with strategy and leadership, and of helping to develop and grow an organisation towards high performance. We are looking for a candidate that will bring senior experience and knowledge with which to lead the Centre and provide effective support and challenge to the Board of Trustees. Candidates will bring executive or board-level experience along with energy, passion and a deep commitment to the Centre and its values.

The overall time commitment for the Trustee is expected to be around one to one and a half days per month. The position is voluntary and unremunerated, but reasonable expenses will be reimbursed.

How to apply

If all of the above sounds appealing, then please send a copy of your CV and a covering letter (up to 800 words) that states how you meet the requirements set out in the person specification to jobs@youthimpact.uk with the subject line 'Trustee application'.

Please complete the anonymous equality and diversity survey form as part of the application. We are committed to providing equal opportunities for everyone regardless of their background, and welcome applications regardless of sex, gender, race, age, sexuality, belief or disability.

We acknowledge that people from Black, Asian and minority ethnic backgrounds are underrepresented on our Board and we're committed to correcting this. We are particularly keen to receive applications from people of colour; people with disabilities; people who identify as being LGTBQIA+; people who have a mental health condition; and people who identify as working class or have done so in the past.

If you have any questions about the role, please email Bethia McNeil, CEO at bethia.mcneil@youthimpact.uk to arrange an informal conversation.

The deadline for applications is **5pm on Friday 16 October 2020**. We are planning to hold an initial interview on **Wednesday 18 November**; this will take place via Zoom.

Notable dates for candidates

- The successful candidate will be inducted into the organisation in **late November**
- We aim to have new roles in place for our final board meeting of 2020, taking place on **Wednesday 9 December, 2pm-4pm**.

TRUSTEE

Duties & Responsibilities

- Provide an up-to-date communications perspective at Board level
- Provide thought leadership on brand positioning and communications
- Provide a good understanding of current developments in marketing, PR and communications, including social media and new media platforms
- Support a marketing/public relations strategy that will allow the organisation to cultivate and enhance meaningful relationships with targeted, high-level external audiences including the media and key influencers
- Working with the Centre's Trustees to make sure that it fulfils its responsibilities for the governance of the organisation, including agreeing and monitoring strategic objectives
- Maintaining an effective and close relationship with the Centre's Chief Executive, Chief Operating Officer, acting as a sounding board, critical friend, and source of advice and support;
- Safeguarding the reputation and values of the Centre;
- Ensuring that the Centre acts in accordance with legislation, its constitution, and the regulatory framework of the Charity Commission.

Person specification

The successful candidate will be expected to demonstrate evidence of the following skills, capabilities and experience:

- a belief in and passion for the Centre's mission and purpose;
- experience delivering strategic communications, PR and marketing strategies
- experience of the strategic use of social media as an effective communication mechanism to support engagement
- knowledge and experience of fundraising practices relevant to small charitable organisations;
- practical experience of engaging with strategy and leadership, and of helping to develop and grow an organisation towards high performance;
- the ability to shape a collective vision for the Centre that informs its ongoing work;
- the ability to build a supportive and motivational relationship with the CEO and COO;
- a naturally collaborative style, underpinned by high-level interpersonal sensitivity, authenticity, political astuteness and effective communication;
- a strong personal commitment to diversity; and
- an ability to commit the necessary time and focus to the role.

The following additional criteria are considered *desirable* but not *essential*:

- prior experience as a charity Trustee, including understanding governance best practice, and of the legal and regulatory environment in which charities operate;
- experience of working within the youth sector; and
- expertise in impact assessment and evaluation.