

Stepping Stones Luton Trustee Role Description (Marketing, Media, and Communications Trustee)

Introduction

As a trustee of the charity Stepping Stones Luton you hold legal responsibility for the strategic overview and administration of the organisation, and you are tasked with ensuring that Stepping Stones Luton pursues its stated objects (purposes) as set down in the governing document. Before you become a trustee you must ensure that you have read and understood said objects which can be located via the [Charities Commission](#) website. Stepping Stones Luton is a charity registered in England and Wales, charity number: 1162349.

Statutory Duties

As the role of charity trustee is underpinned by the Charities Act 2011 (amended in 2022) the following are required of you within your role:

- Ensuring that Stepping Stones Luton complies with its governing document (for this please refer to our Amended Articles of Association)
- Ensure that all charitable resources are used and applied solely for the pursuance of the charitable objects of Stepping Stones Luton
- Uphold and safeguard the sound reputation and values of the charity at all times
- Ensuring that Stepping Stones Luton effectively and efficiently operates within its parameters
- Ensure that the relevant policies and procedures are in place and that these are reviewed annually by the trustee board
- Applying rigorous and purposeful financial checks to ensure the charity's funds and assets are used appropriately

In addition to these statutory duties each trustee is expected to use their experience, skills, and knowledge where appropriate to support sound decision making by the board. Where a trustee has particular expertise in an area they would be expected to lead informed discussion where said expertise can be utilised for the wider benefit of Stepping Stones Luton. Examples of this might include financial, legal, charitable governance, or public relations knowledge and experience.

Person Specification

Being a trustee of a charity is both a privilege and a legal responsibility and the undertaking of trusteeship must not be considered lightly. Alongside the duties legally required of

trustees appointed by Stepping Stones Luton, all trustees are expected to demonstrate the following:

- Commitment and loyalty to the organisation. To promote the good works of the charity and its vision where appropriate
- Time and availability must be afforded to the role of trustee and correspondence pertaining to the charity's undertakings must be acknowledged responded to promptly
- Sound, independent judgment
- Ability to proactively challenge
- A clear understanding and acceptance of the legal responsibilities, duties and liabilities involved in trusteeship
- Ability to work as a wider, committed board
- Strategic and innovative thinker
- Understand the role and remit between the board of trustees, the CEO and wider staff team
- Emotionally robust and can act in the charity's best interested without fear

Marketing, Media, and Communications Trustee

This trustee has the practical and theoretical knowledge of media, marketing and communications and advises the Chair and wider trustee board whilst also demonstrating the following:

- How the charity can effectively use social media and traditional media to promote the charity and its work
- Lead on the development of the charity's media and marketing strategy
- Understands and can use brand guidelines to ensure Stepping Stones Luton is recognisable, authoritative, and respected
- Supports the CEO to create position statements in response to headline news, relevant legislative changes, and market trends
- Reputational damage reduction, should the charity be brought in to disrepute publicly, be able to respond swiftly with appropriate responses and statementing
- To support "buy in" from trustees, staff and service beneficiaries to better position and promote the charity