

ROLE PROFILE

TRUSTEE MARKETING AND COMMUNICATIONS VOLUNTARY POSITION





ABOUT US

Barking and Dagenham Youth Zone, named as Future by young people, was opened in May 2019. The Youth Zone is an independent Charity, but we are proud to be part of the growing OnSide Network whereby we have adopted a set of principles that guide our work with young people.

Our offer is focussed around a state-of-the-art, multimillion pound facility that is purpose built and remains dedicated to young people. We work with young people aged from 8-19 (up to 25 with additional needs) and offer an array of activities for young people to get involved in. Our services are affordable for young people who can access the provision for just a £5 annual membership and 50p entry fee. Whilst our building and activities provide a hook for young people to initially engage with us, the relationships they develop with our team of Youth Workers ensures they return night after night. We pride ourselves on being open when young people need us the most, during evenings and weekends, whenever schools are closed.

Since we opened in May 2019 the Youth Zone has had over 12,000 young people sign up as members. At times during our opening year 1,600 young people were visiting the Youth Zone every week, making it a go to destination for the next generation. From March 2020 through to January 2022 the Youth Zone operated under a variety of restrictions and challenges as a result of the Covid-19 pandemic. During that period, we were able to continue to support young people using new and innovative forms of engagement, whilst we also extended our support to the wider community when they needed it the most.

More recently we have been able to return to a full universal offer for young people despite the prevalent challenges around the lasting impact of the pandemic, young people feeling isolated and the cost-of-living crisis.



THE ROLE:

TRUSTEE – MARKETING AND COMMUNICATIONS POSITION

Following 5 years of service to the Charity our current Trustee with responsibility for Marketing and Communications will be retiring from the role before the end of 2023. Therefore, we are seeking a new Trustee to guide the Charity forwards in this important area of our work and help us to create a sustainable future for the Charity and young people of Barking and Dagenham.

AS A TRUSTEE YOU MUST:

- Always act in the best interests of the Youth Zone exercising the same duty of care that a prudent person of business would in looking after the affairs of someone for whom he/she had responsibility.
- Act as a group and not as an individual

DUTIES OF A TRUSTEE BOARD MEMBER:

- Ensure that the Youth Zone complies with charity law, company law and any other relevant legislation or regulations
- Ensure that the Youth Zone pursues its objectives as defined in the OnSide DNA and other provisions as outlined in the OnSide Network Agreement and in the overall Youth Zone Strategy and Business plans
- Ensure that the Youth Zone applies its resources wisely and applies 'best value' principles
- Contribute actively to the board of trustees' role in giving firm strategic direction to the Chief Executive in setting overall policy, defining goals and setting targets and evaluating performance against agreed targets
- Contribute actively to Board Meetings and other appropriate events/ Youth Zone activities
- Safeguard the reputation and values of the Youth Zone
- Ensure the financial stability of the Youth Zone

In addition to the above statutory duties, each trustee should use any specific skills, knowledge or experience they have to help the board of trustees reach sound decisions. This may involve leading discussions, focusing on key issues, scrutinising board papers, providing advice and guidance on new initiatives, evaluation or other issues in which the trustee has special expertise.



DUTIES OF TRUSTEE – MARKETING AND COMMUNICATIONS:

- To offer advice and support to the Head of Marketing and Communications in the further development of the Youth Zone's profile
- To support the Youth Zone in the development of innovative and developmental concepts to raise awareness of and support the charity
- To assist the Head of Marketing and Communications in networking within the profession
- To help shape the communication of the Youth Zone's planning, strategy and implementation
- To advise on PR, brand management and digital communications/social media
- To support the Head of Communications to cultivate and enhance meaningful relationships with targeted external audiences including the media and key influencers within the youth sector.

PERSON SPECIFICATION

Each Trustee must:

- Have commitment to the mission, values and DNA of the Youth Zone
- Show willingness to devote the necessary time and effort
- Act with integrity and have a willingness to speak their mind
- Employ a strategic vision
- Have an understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship
- Have the ability to work effectively as a member of a team and to take decisions for the good of the Youth Zone.
- Be sufficiently experienced in the area of specialism as outlined above



COMMITMENT

- Trustees are expected to attend an induction meeting with the Chair of the Board and the Chief Executive prior to attendance at their first board meeting.
- Trustees are expected to undertake an induction process, as designed by the Youth Zone.
- Trustees are expected to attend all board meetings, which are held at the Youth Zone once every quarter, normally on a Monday evening from 6pm – 8pm.
- The Board of Trustees will get together for an annual 'away day' to take the opportunity to strengthen governance, collaborate with the Senior Management Team and review our progress.
- Trustees are expected to meet/talk with their link members of staff for 30 minutes every month to review progress in relevant areas and where appropriate offer advice and support.
- Trustees are expected to serve a minimum of one, and a maximum of two, 3 year terms.
- Trustees may also be asked to take part in governance training and development opportunities
- Papers are distributed one week in advance of meetings – trustees are expected to have read them in advance of the meeting.
- In addition to reading the Board pack and attending meetings, it is important trustees get to know the organisation, key members of staff and understand the context that the Youth Zone operates within

IN RETURN WE PROMISE YOU

- An opportunity to network with other Trustees from across the OnSide Youth Zone Network.
- The chance to directly see the impact of your support and involvement in the Charity.
- The chance to work with a dedicated and passionate group of Trustees and employees.
- An opportunity to utilise your professional skills and experiences to positively transform young people's lives.



Scan the QR code above to watch a video showing Future Youth Zone in action

Matt Rantell - CEO and Founder of The Square Tech Group

It's been an incredible privilege to be part of Future Youth Zone's journey over the last 5 years as a Trustee. I'm excited to be able to hand this position over to a new Trustee who will be responsible for Marketing and Communications and be a part of an incredible Charity who are changing the lives of Barking and Dagenham's young people. Along with my fellow Trustees, I've enjoyed supporting and challenging the Senior Management Team to ensure that we are doing the very best we can with the resources that we have available to us and I'll continue to be a huge advocate of the Youth Zone's work.



MATT RANTELL

Founding Marketing and
Communications Trustee

WHAT NEXT?

You can contact Gavin Evans, Chief Executive, for an informal conversation ahead of making a formal application for the role by calling 0203 941 6722.

To be considered for this unique opportunity please email a copy of your CV to Gavin Evans via email: gavin.evans@futureyouthzone.org

