

SMART

Suffolk Music & Arts Alumni Trust

SMART Trustees - Marketing & Communications Officer vacancy

SMART - who are we?

SMART exists to ensure that young people in Suffolk have access to arts opportunities to enrich their lives. We provide funding to help Suffolk's young people to access high-quality music and arts opportunities. We raise these funds by bringing together the skills, passion and experience of our supporters and alumni.

We are a small charity, set up as a Charitable Incorporated Organisation, and are run entirely by volunteers. Our roots are in music, growing out of our close links with the Suffolk County Music Service. Since founding the charity in 2018, we have focussed on building our funds through a variety of events, including playing at Latitude Festival with an orchestra made up of our members, and member-driven fundraising initiatives.

We are now in a position to offer funding to support talented and committed young people in need of financial support through one-off grants, and SMART scholarships which can help enable access to Suffolk County Music Service tuition and ensembles. Ultimately we are looking to grow our membership and funds to enable us to support more of Suffolk's young people across a wide range of arts opportunities. We strongly believe that all young people should have access to artistic opportunities, regardless of age, gender, sexual orientation, class, disability, religious beliefs, race or ethnicity.

Aside from this vacancy, our current board consists of 9 elected trustees (of which one other elected trustee role remains vacant) and 4 nominated trustees. Trustees are located in Suffolk, across the UK and Finland, and have a range of connections to Suffolk, music, education and the arts.

Find out more about SMART and our work at www.suffolksmart.org

We are looking for a Marketing & Communications Officer

We are recruiting for a Marketing & Communications Officer to join the board of trustees at SMART. The post is voluntary but reasonable expenses will be reimbursed.

What will the role involve?

The Trustees meet every 4-6 weeks via Zoom, usually on a weekday evening from around 7.30pm - 9.30pm. Trustees based in Suffolk occasionally meet up in person to join the Zoom calls. From time to time Trustees will be involved in fundraising and member events, the majority of which take place in Suffolk.

The Marketing & Communications Officer will also need to dedicate time between meetings (we estimate this to be around 1 day a month) to carry out the following duties:

- Lead on developing the strategic plan for promoting SMART, to build and maintain SMART's profile with potential donors, members and grant applicants and partner organisations
- Lead on implementing the strategic plan for promoting SMART, working with Media & Publicity Officer and Website Officer (existing trustee roles) and supporting them by sharing experience, and working with the support of the other trustees and volunteers where needed.
- Generate content ideas, plan regular communications, and plan strategic use of channels for promoting SMART
- Write and distribute newsletters, press releases, and other publicity materials as required
- Ensure the website is up to date
- Take ownership of SMART social media platforms, regularly posting content
- Develop relationships with external organisations/individuals - potential and current donors, members and grant applicants and partner organisations

Along with the other Trustees, the Marketing & Comms Offer will also be responsible for:

- Ensuring that SMART pursues its stated objects (purposes), as defined in its governing document, by developing and agreeing a long-term strategy
- Ensuring that SMART complies with its constitution, charity law, company law and any other relevant legislation or regulations

- Ensuring that SMART applies its resources exclusively in pursuance of its charitable objects (i.e. SMART must not spend money on activities that are not included in its own objects, however worthwhile or charitable those activities are) for the benefit of the public
- Ensuring that SMART defines its goals and evaluates performance against agreed targets
- Safeguarding the good name and values of SMART
- Ensuring the effective and efficient administration of SMART, including having appropriate policies and procedures in place
- Ensuring the financial stability of SMART
- Protecting and managing the property of SMART and ensuring the proper investment of the SMART's funds
- Support with specific event planning and delivery where necessary
- Promoting SMART within the community

Who are we looking for?

We are ideally looking for someone who has some or all of the following experience and qualities:

- A background in marketing and communications, with experience of building and implementing strategic plans
- Experience of charity sector desirable
- A willingness to be available to volunteer for advice and enquiries on an ad hoc basis
- Ability to challenge logically and sensitively and to make strong recommendations to the board where necessary
- A passion for music / arts
- Collaborative
- Ability to communicate clearly and effectively
- Understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship

We believe that diversity enhances and enriches the arts sector and drives innovation. As a charity, we recognise that we are on a journey to be more representative of the young people we support at all levels, including within our Board. We warmly welcome applications from suitably qualified candidates from all backgrounds, particularly candidates from backgrounds currently underrepresented on the SMART board, such as ethnically diverse and/or disabled candidates.

How to apply

Please send a short covering letter to the Co-Chairs (Vicky James & Becci Reidy) detailing your experience and reasons for applying, to admin@suffolksmart.org by **12 January 2023**.

We will acknowledge your application and will be in touch after the application deadline to confirm the next steps which may involve a discussion with the Co-Chairs and some of the current trustees. We may ask for references and evidence to support your application.

If you have any questions or would like to discuss the position, please get in touch with us at admin@suffolksmart.org.

Thank you for your interest. We look forward to hearing from you.