

## SMART Trustees - Social Media and Publicity trustee vacancy

**Are you passionate about the arts, bringing people together, and ensuring that every young artist in Suffolk gets the chance to shine?**

- Do you have a background in marketing or communications?
- Are you great at generating social media interest and followers?
- Do you like to think strategically about how to reach our target audience with impactful messaging?

**Join SMART as a Trustee!**

- We need your skills as our Social media & publicity trustee, to help us run an engaging and inspiring brand.
- Help connect us with new members, potential donors, potential grant applicants, and organisations working in youth arts in Suffolk and beyond
- By doing this you will enable more young people in Suffolk to access arts opportunities and grow a thriving membership of arts alumni from Suffolk.

### **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 music and arts opportunities.** We raise these funds by **bringing together** the skills, passion and experience of our **supporters and alumni.**

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.

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

Since 2020 we have been able to offer funding: we have now **supported over 90 talented and committed young people** in need of financial support, through **over £50,000 in grants and scholarships**. We have a strong pipeline of grant applicants in need of support (we had applications seeking

£60,000 in grants during 2024/25). Our focus is now on growing our funds and our membership to enable us to support more of Suffolk's young people across a wide range of arts opportunities.

Our current board consists of 10 elected trustees (of which this role, and one other elected trustee role, are vacant), 2 nominated trustees, and 2 youth trustees (we are also currently recruiting for both youth trustee roles). 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:

<b>Website</b>		<a href="http://www.SuffolkSMART.org">www.SuffolkSMART.org</a>
<b>Instagram</b>		<a href="https://www.instagram.com/@SuffolkSMART">@SuffolkSMART</a>
<b>Facebook</b>		<a href="https://www.facebook.com/SuffolkSMART">SuffolkSMART</a>
<b>LinkedIn</b>		<a href="https://www.linkedin.com/company/smart-suffolk-music-arts-alumni-trust">smart-suffolk-music-arts-alumni-trust</a>

## **We are looking for a Social Media and Publicity Trustee**

We are recruiting for a **Social Media and Publicity Trustee** to join the board of trustees at SMART. The post is voluntary but SMART can reimburse trustees for reasonable expenses.

### **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 **Social Media and Publicity Trustee** 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 the Fundraising Trustee (existing trustee role), supporting them by sharing experience and practical hands-on help, 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 supporting SMART's mission

- Develop relationships with external organisations/individuals - potential and current donors, members and grant applicants and partner organisations

Along with the other Trustees, **the Social Media and Marketing Trustee 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:**

- You have a **background in marketing & communications**, with experience of building and implementing strategic plans
- You have a **passion for music / arts**
- You have **experience of the charity sector** (this is desirable, but we also welcome applicants without this experience)
- You are willing to be **available to volunteer** for advice and enquiries on an ad hoc basis
- You are **collaborative** - you love working as part of a team to share ideas and make things happen
- You **communicate clearly** and effectively
- You are able to **think critically** - you can challenge logically and sensitively and to make strong recommendations to the board where necessary

It is **not necessary to have previous board committee experience**. While trustees will need to understand and accept the legal duties, responsibilities and liabilities of trusteeship, SMART will provide an induction (and signpost opportunities for external training) to help new trustees develop this understanding. This position would therefore suit someone taking their first steps to develop wider board level and governance experience.

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 global majority and/or disabled candidates.

## How to apply

If you have any questions or would like **to discuss the position**, please get in touch with us at [admin@suffolksmart.org](mailto:admin@suffolksmart.org).

If you would like **to apply**, please send your CV and a short covering email to the Co-Chairs (Clare Lewis & Becci Reidy) detailing your experience and reasons for applying, to [admin@suffolksmart.org](mailto:admin@suffolksmart.org) by **5pm on Friday 9 January 2026**.

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.

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