



## **Marketing & Communications Trustee Job Description**

### **About The Anglo Central American Society**

The Anglo-Central American Society (ACAS) is a UK registered charity that seeks to promote and raise awareness about the Central American region in the United Kingdom and raises money for NGOs in Central America for the benefit of children, the disabled or the elderly.

The Society was established in 1982 as the Anglo-Costa Rican Society. In 1988, as the result of closer links between the countries of the region, the Society decided to extend its aims to include all Central American countries, with Guatemala, El Salvador, Honduras and Nicaragua joining that year. Panama joined in 1991, Belize was included in 2000 and the Dominican Republic was added in 2012.

The ACAS Board of Trustees is currently made up of seven volunteers with close ties to the region who, from their experiences of living, travelling and working in Central America, are passionate about supporting charitable work in the region and sharing Central American culture, traditions and history with people in the UK.

### **Duties and Responsibilities**

#### **Summary**

- To support the governance of the Society ensuring that it is solvent, well-run, and delivering the charitable outcomes for which it has been set up, as a joint responsibility with the other Board members
- To decide jointly on the allocation of grants to appropriate organisations and to take steps to ensure grants are spent in accordance with what was approved by ACAS
- To bring new ideas, expertise and a fresh perspective to the Board of Trustees
- Develop market position and brand of the charity to a variety of audiences in order to enable it to fulfil its mission and aims

#### **Job description**

- Develop market position and brand of the charity to a variety of audiences in order to enable it to fulfil its mission and aims
- Create 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
- Work with the trustees to recognise internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them
- To take the lead in the ongoing implementation of the organisation's marketing and communications strategy in conjunction with the Board
- Serve as communications spokesperson on behalf of the trustees when required
- To attend committee meetings (held in London) and to read papers in advance of meetings
- To declare any conflict of interest while carrying out the duties of a trustee
- To abide by the equal opportunities policy
- To use any specific knowledge or experience they have to help the board of trustees reach sound decisions
- To participate in other tasks as they arise from time to time, such as supporting event planning and logistics or helping with fundraising
- To keep informed about the activities of the organisation
- In collaboration with the other members of the board:
  - To ensure that ACAS complies with its governing document, charity law, and other relevant legislation or regulations



- To ensure that ACAS pursues its objectives as defined in its governing document and applies its resources solely in pursuance of its objectives
- To ensure the effective and efficient administration of the organisation
- To ensure the financial stability of the organisation and appropriate investment of the organisation's funds
- To be collectively responsible for the actions of the organisation and its trustees

## **Person Specification**

### **Essential**

- Marketing and/or PR/Communication expertise
- Demonstrated communication and presentation skills
- Experience of the strategic use of social media as effective communication mechanisms
- Knowledge about Central America and a passion for the region, obtained either by having family, travelling, living or working in the region
- A commitment to the organisation and its objectives
- Strategic vision
- An ability to work effectively as a member of a team
- An understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship
- A willingness to devote the necessary time and effort to their duties as a trustee
- Good, independent judgment
- An ability to think creatively

### **Desirable**

- Knowledge of Spanish
- Links with Central American communities in the UK
- Application of marketing strategy to charitable/not for profit organisations
- Experience of working within the charity, voluntary and public sector

### **Salary & Benefits**

- This is a voluntary position, however, some of the benefits of this role include: experience at trustee level, networking opportunities with Central American Ambassadors and the Central American communities in London, gaining insights into the region, and making a difference to the lives of vulnerable populations in Central America.

### **Time Commitment**

- How much time you dedicate to ACAS is flexible, but you will be required to commit to a minimum of one day every month. In addition, there are between six and eight Board meetings and two to three events a year. Trustees are appointed for one year, renewable at the AGM by approbation of the meeting.

### **How to apply**

To apply please send a CV and covering letter (maximum 1 page) to [anglocasociety@gmail.com](mailto:anglocasociety@gmail.com) stating why you would like to be a trustee of the Anglo Central American Society and what skills and experience you would bring to the role.

Deadline for applications: before the end of the day on **Sunday 25<sup>th</sup> June**