



Recruitment Pack

Trustee – Lead on Marketing & Communications

October 2020



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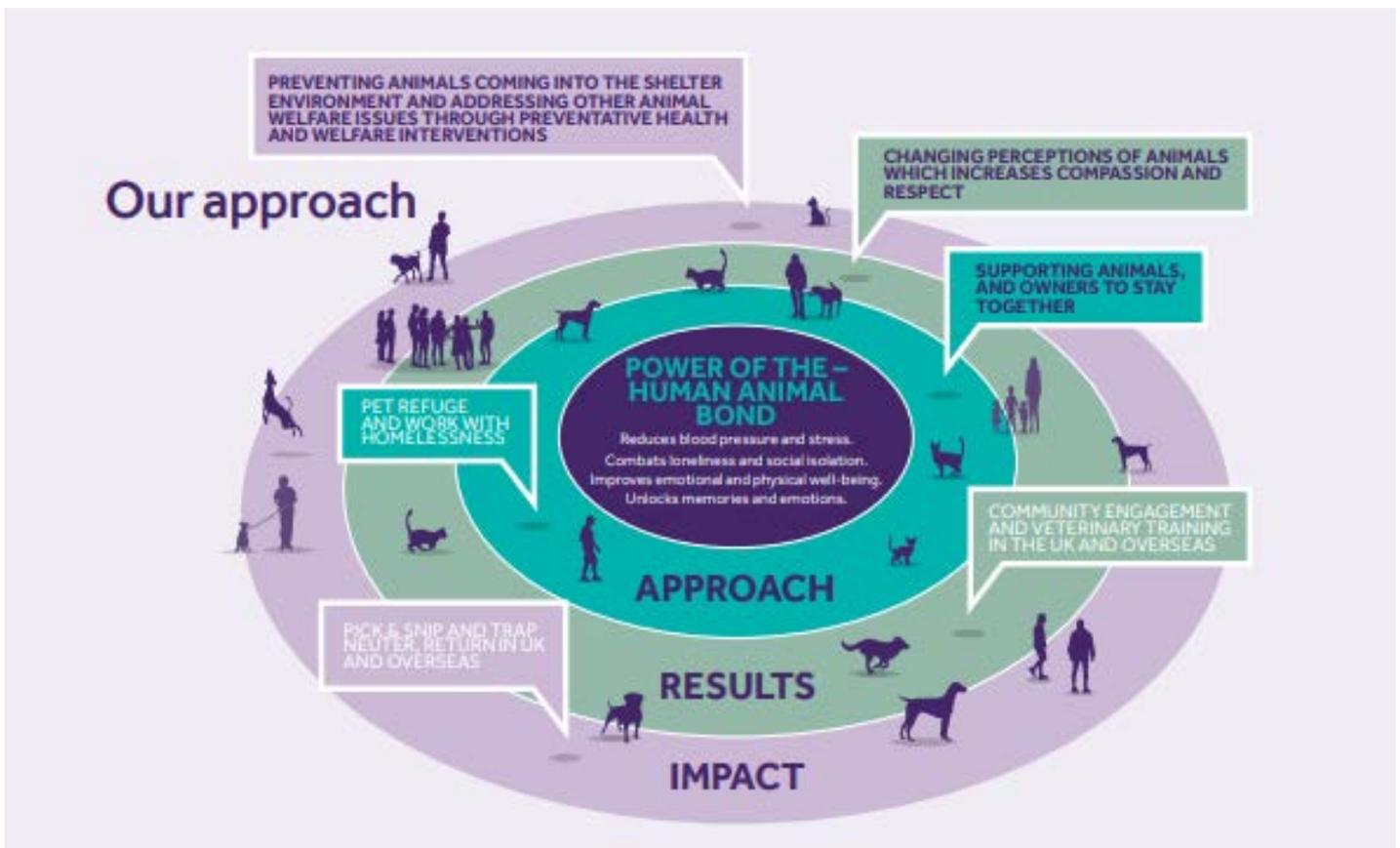
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In this exceptional time, we are looking for an exceptional individual who has the passion and drive to work alongside Trustee colleagues to provide strategic oversight, governance and leadership to the charity and who has the experience & specialist knowledge to support to our in-house marketing and communications team.

1. About Mayhew

Founded in 1886, Mayhew is a well-respected animal welfare charity working to improve life for cats, dogs and communities in London and overseas. We are very proud to have The Duchess of Sussex as our Patron.

We believe in the power of the human–animal bond - our Vision is a society where people understand the importance and value of animal welfare. We deliver a broad range of community-based, veterinary, rehoming and education services in London. Our ground breaking work in Afghanistan, Georgia focuses on eradicating dog-mediated rabies and humane management of free-roaming dog populations.



Our total income in 2019 was £3.48M. We employ 90 employees in London, Afghanistan and Georgia, currently supported by 306 volunteers.

Mayhew won *Animal Charity Team of the Year* in the 2016 Petplan and Association of Dogs and Cats Homes Animal Charity Awards.

Our Afghanistan Country Director, Dr Abdul Jalil Mohammadzai DVM, won the RSPCA 2018 Animal Hero Awards' *Special Recognition Award* and the RCVS *International Award* in 2019.

Our recent [Annual Review](https://www.themayhew.org) explains more about our work and impact. www.themayhew.org

1. This role

Remit

This role would be joining a diverse and experienced [Board](#) currently comprised of ten Trustees whose specialisms include fundraising, strategy, finance, IT, veterinary and law. All members of the Board share collective responsibility for providing oversight, governance and leadership to the charity. You can find out more about duties and responsibilities of Trusteeship [here](#).

In addition to shared Board responsibilities, this role acts as the lead Trustee for marketing and communications. Mayhew punches above its weight with a small in-house marketing & communications team. This Trustee role can therefore be required to be hands-on at times to directly support the team with the development of campaigns and other key projects. Previous examples of this kind of direct support include:

- *Mayhew rebrand*: being part of the rebrand project team in 2017, overhauling our brand strategy, identity and logo to appeal to a wider audience and highlight the range of proactive animal welfare and community outreach work we deliver in addition to the rescue and rehoming work we are well known for.
- *New website*: being part of the new website project team in 2018. We were delighted that our new site was awarded 'Charity Website of the Year' at the Good Web Guide Awards 2018.

Tenure

In accordance with Mayhew's Articles of Association, each trustee needs to commit to serving an **initial three-year term** (eligible for re-appointment for a maximum of two additional terms).

Time commitment

The Board meets formally for half a day on a Saturday each quarter – currently virtually but previously in person at Mayhew or a central London meeting space. In between formal Board meetings, the Board convenes via video conference once or twice a quarter, with regular updates and discussions held via email.

This role would also form a key part of the 'Fundraising, Marketing, Communications' (FRAM) Board Committee (comprising of four Trustees, the CEO; the Head of Marketing & Communications & the Head of Fundraising). FRAM formally meets quarterly (usually virtually), in advance of the Board meetings. In between formal meetings, FRAM convenes via video conference once or twice a quarter, with regular updates and discussions held via email.



As the marcomms lead on the Board, you will also liaise directly with the Head of Marcomms and other SMT members regarding annual planning, campaign development or specific initiatives.

The total time commitment would usually average at least one day per month, although due to the Coronavirus pandemic involvement is significantly higher at present, at c. two days per month.

2. About you

In addition to demonstrating the qualities required of a charity trustee, we are looking for an exceptional individual with the following experience and skills:

GENERAL <i>Essential</i> Criteria	SPECIALIST <i>Essential</i> Criteria
Experience of operating at a senior strategic leadership level within an organisation (at least five years as Head or above).	Ten or more years' experience in dedicated marketing and/or communications role.
Significant strategic planning acumen.	Strong skills across both marketing and communications functions covering <i>at least four</i> of the following areas: <ul style="list-style-type: none"> ➤ marketing/communications strategy ➤ PR ➤ digital marketing & analytics ➤ advertising/awareness campaigns ➤ content marketing ➤ copy writing ➤ reputation management ➤ consumer/brand research
Strong relationship and influencing skills, with the ability to challenge constructively.	Experienced in developing impactful awareness/engagement campaigns with small budgets.
Solid financial skills.	
Demonstrable experience of mentoring/coaching others.	
Comfortable providing hands-on support as well as strategic direction.	
Commitment to the work of Mayhew.	
Current or previous cat and/or dog owner.	
GENERAL <i>Desirable</i> Criteria	SPECIALIST <i>Desirable</i> Criteria
Previous Trustee, ideally of a similar size charity to Mayhew.	Developing & delivering advertising/awareness campaigns outside of the UK.
Senior leadership experience within the charity sector.	VIP relationship building.
	Fundraising experience, particularly major donors and trusts/foundations.
	Strong marketing/communications industry networks.



3. Application process & timings

Please send a **CV**, together with a **cover letter** (no more than two pages please) outlining how you meet the criteria detailed in Section 3 and why you are interested in this Trustee role.

The closing date for this opportunity is: Midnight on Monday 30th November 2020.

Thank you so much for your interest in Mayhew, we very much look forward to hearing from you!

