Role Description

Post Title: Trustee (Marketing and Fundraising)

Reports to: Chairman of the Board of Trustees

Working Hours: Estimated at an average of 2 hours per week, excluding meetings

Overview of the Charity

Dementia Jersey offers advice, support and education across the island to anybody affected by dementia. We seek to raise awareness and improve understanding of dementia, working to make Jersey a more dementia friendly island where all those affected by dementia are understood, welcomed and supported.

Purpose of post

The Trustee with a focus on marketing and fundraising will provide strategic advice to support Dementia Jersey in developing and delivering its marketing and fundraising strategy. The Trustee will work closely with the CEO and other Trustees to guide branding, public engagement and fundraising activities at a strategic level.

Line Management Responsibility

There is no line management responsibility with the role.

Main duties and Responsibilities

In addition to those duties and responsibilities performed by all Trustees (see below), the Marketing and Fundraising Trustee will also have responsibility for the following duties:

- Provide strategic guidance on the development and implementation of Dementia Jersey's marketing and fundraising strategy
- Advise on brand positioning to ensure alignment with the charity's mission and values
- Guide the planning of major campaigns and initiatives to raise awareness and support fundraising
- Advise on the use of digital platforms and social media to enhance reach and impact
- Contribute to the evaluation of marketing and income generation effectiveness and recommend strategic improvements
- Support the charity's reputation management and media engagement plans
- Champion the importance of marketing and fundraising within the Board's strategic discussions

Duties and responsibilities performed by all Trustees:

Strategy and Leadership

- Contribute to the development, review and oversight of long-term strategies, plans and objectives that align with Dementia Jersey's mission and charitable purpose
- Actively promote the charity's work and safeguard its reputation within the community and among stakeholders
- Contribute to constructive debate regarding the strategic development of Dementia Jersey and any other significant issues facing Dementia Jersey
- Represent Dementia Jersey at external events and function when requested by the Chair
- Foster relationships with key stakeholders and leverage personal and professional networks to support fundraising efforts and raise the profile of the charity

Governance and Compliance

- Ensure adherence to Dementia Jersey's constitution, relevant charity legislation, best practice policies and any other applicable legislation and regulations
- Promote and uphold high standards of governance, ensuring the charity's resources are managed efficiently and effectively
- Ensure that financial controls and risk management systems are robust and regularly reviewed to ensure the financial stability of Dementia Jersey
- Seek professional advice when needed, especially when there may be legal or financial risks to Dementia Jersey

Board Participation

- Uphold the highest standards of confidentiality, integrity, and ethical conduct in all Board-related activities
- Attend, (chair if agreeable) and actively engage in meetings of the board and its committee meetings, contributing to informed and effective decision making
- Prepare thoroughly for meetings by reviewing relevant documentation and participating in discussions with diligence and professionalism
- Participate in a board induction, any training and other evaluation either as an individual or as part of the board
- Support the Board's commitment to diversity, succession planning and regular performance evaluation
- Apply relevant expertise, experience and judgment to assist the Board in reaching sound and strategic decisions

Person Specification

The ideal candidate will possess the following essential qualifications, knowledge, and attributes:

- A genuine interest in dementia and strong commitment to the values and mission of Dementia Jersey
- Significant experience in either marketing, fundraising or public relations
- Understanding of fundraising and income generation tactics
- Ability to advise on strategic marketing campaign planning and execution
- Knowledge of digital marketing and social media platforms
- Highly developed interpersonal and communication skills with the ability to work collaboratively and contribute effectively to group discussions
- Understanding of the legal responsibilities associated with the role of trustee
- Experience of committee work
- Demonstrates an ability to understand complex strategic issues, analyse and resolve difficult problems
- Sound, independent judgement, common sense and diplomacy
- Able to dedicate sufficient time and attention to fulfil the duties of the role and actively participate in the work of the Board and its Committees

Desirable Skills & Experience:

- Direct fundraising experience
- An understanding of dementia (although this can be attained through attending a Dementia Awareness session)
- Knowledge of charity governance

Additional Information

- Trustees are appointed for a minimum term of 3 years and may serve up to 3 consecutive terms. Extensions beyond this point may be considered if deemed to be in the best interests of Dementia Jersey.
- While the role description states an average of 24 hours per annum there will be occasions where more hours are worked in a week, for example where there are Committee meetings to attend.
- Trustees are expected to attend a minimum of two Dementia Jersey events annually to support the charity's visibility and engagement.
- Appointment to the role is subject to a satisfactory DBS check
- As part of the induction process trustees are required to complete safeguarding training and Dementia Awareness training, to enhance their understanding of dementia

Last Reviewed/Updated: October 2025