

Charity in need of Marketing know how

About us

Established for over 30 years, **Islington Chinese Association (ICA)** is a leading London based Chinese charity promoting social cohesion within the Borough of Islington, across the UK, and beyond. We operate a small community centre in Archway and are committed to providing a variety of outstanding services for the benefit of the community, in particular being mindful of the needs of the disadvantaged in society.

We are looking for a new trustee to join the Board of Trustees, - leading on the development of ICA's marketing and communications strategies, overall branding and image; contributing to wider thinking; and ensuring that ICA's management is robust and conforms with Charity Commission guidelines.

Main Duties and Responsibilities

- Develop market position and brand of ICA to a variety of audiences in order to enable it to fulfil its mission and aims
- Help plan a marketing strategy for the charity's new and existing services
- Advise the Board of trustees in changes and opportunities within UK's Chinese community and how ICA can maintain a significant profile within it
- Supervise the CEO and volunteers to implement a 'zero budget' marketing and social media strategy
- Guide the CEO and volunteers in conducting market research
- Oversee the ongoing development of the organisation's marketing and communications strategy in conjunction with CEO and the Board
- Guide and refine ICA's social media presence to broaden the community centre's appeal to the younger and older demographic of the UK Chinese community
- Contribute to the overall strategy of the organisation, in particular the potential impact of strategic plans and feasibility studies

- Work alongside other trustees in areas beyond marketing, to ensure the ongoing health and development of the organisation

Skills you need

- **Strategic level marketing experience and responsibility**
- Strategic vision and independent judgement working within a team of trustees

Time Commitment

- Under normal circumstances there are quarterly board meetings but in 2021 the Board will meet 6 times a year, with informal meetings/online discussions in between
- During your initial months on the Board the necessity of informal meetings online is likely to be greater
- Participate in other tasks as they rise from time to time, such as interviewing new staff, helping with fundraising

What's in it for you

- ICA's trustees all work on a voluntary basis. There is no monetary remuneration
- This role will suit a marketing manager who enjoys skill sharing with like-minded professionals in a small and friendly board
- You learn to take an interest in the Chinese community of London, Chinese new arrivals in the UK, their sense of fun and their cultural pursuits
- As an active member of ICA you begin to associate with people across all walks of life, and join them in juggling your language skills

If you are interested in helping out this community please contact
vicechair@islingtonchinese.com