



COMMUNICATIONS AND SOCIAL MEDIA TRUSTEE (HONORARY)

West Midlands Historic Buildings Trust, Worcestershire Building Preservation Trust and the City of Wolverhampton Regenerating Buildings Preservation Trust ('the 3 Trusts') are a consortium of preservation trusts currently operating with a combined Council of Management (trustees), officers and shared services.

The trusts have a consistent record of delivering high quality conservation projects involving the rescue of historic, normally statutory listed, buildings at risk. Recent examples of completed projects include:

- *a 16th century timber-framed house at 19-20 High Street, Kinver (1996),*
- *a Georgian townhouse at 12 George Street, Wolverhampton (2002),*
- *the former Victorian office building of The Harris and Pearson Company, Brierley Hill (2003),*
- *Lye and Wollescote Cemetery Chapels and Lodge (now known as the Thomas Robinson Building Stourbridge area Register Office) (2016),*
- *18th century Weavers' Cottages in the Horsefair, Kidderminster (2017).*

Our projects are frequently short-listed for or in receipt of local and nationally recognised awards however we are not very proficient at promoting the wonderful work we do. The Trusts currently rely on limited volunteer input to provide website and social media engagement and has no formal policy or plan for marketing of the Trusts or digital outreach. To compete in the 21st century it is recognised that improving our public profile will be vital to the future operation of the organisation ensuring that we are fully engaged with communities with a passion for their local heritage and historic places. We would therefore like to appoint a trustee to help shape our communications and social media planning, strategy and implementation.

Role Title: Communications and Media Trustee

Reporting: Works closely with the Chair and the Director of Projects.

Background: Marketing experience at a strategic level.
Digital and social media.

Role Summary

To plan, advise on and promote the development of a well-resourced and ongoing publicity campaign utilising traditional means and social media in order to raise public awareness of historic buildings, particularly those identified as being at risk, their importance historically and culturally and the role of the 3 Trusts in the delivery of rescue projects.

Detail

- Take a leading role on development of a marketing and social media strategy with the focus on helping the 3 Trusts achieve greater awareness of their work amongst local communities (specifically with a younger demographic), the public media and other audiences / organisations with related interests;
- Provide a lead and advise on implementation of the strategy and capacity building including identifying potential grant funding sources, recruitment of volunteers, student placements, trustee input etc;
- Advise on publicity and social media opportunities to support the promotion of specific building conservation projects as they arise in consultation with the Director of Projects. (note – this is of particular importance in the context of awards nominations and fundraising)
- Provide support and advice to the 3 Trusts volunteer website manager.
- Translate the risks and opportunities of digital media for other trustees, to enable the board as a whole to engage in an informed way.

Person Specification

Essential

- Sound knowledge of various social media platforms, i.e Facebook, Instagram, Twitter, YouTube etc.
- Demonstrated experience in one or more of the following area: communications, media, public relations, marketing or branding.
- Ability to communicate and explain technical aspects, risks and opportunities of digital to the Trustees, members and other stakeholders.
- Understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship.
- Dedicated to the Trust's conservation cause and objectives, and willing to act as an ambassador to external bodies, charities and companies.
- A willingness to devote the necessary time and effort to fulfil the role.

Desirable

- Experience of working with voluntary/public benefit organisations.
- Knowledge of / interest in the built heritage of the West Midlands region.
- Experience of the use of social media mechanisms to support fundraising.

Time Commitment

- Attendance at up to SIX evening meetings of The Council of Management per year.
- Attendance at up to FOUR Membership and Publicity sub-committee* meetings per year.
- Attendance at the Annual General Meetings (desirable).
- A commitment to dedicate time towards development of the strategy and hands-on input to delivery estimated at a minimum of 6 hours per month.
- Optional attendance at other meetings within the West Midlands conurbation and environs and / or Worcestershire.

**Note – there is an existing sub-committee that meets to oversee membership matters and publicity including website and newsletter.*

Location

- Council of Management meetings are currently held in Stourbridge or Worcester. The AGM is held in Stourbridge.
- The Trusts currently have no office premises.
- The Trusts registered office address is in Kidderminster. Rooms can be made available for meetings here when required.

Notes

The position is honorary however reasonable expenses associated with the position may be paid subject to agreement.

Further information can be found on the three Trusts web site at:

<https://www.wmhbt.org.uk/index.html> and Facebook pages West Midlands Historic Buildings Trust (WMHBT) and Weavers' Cottages.