



## Trustee Role Info Pack

# Trustee role description

### About us

Founded in 2013, Women's Sport Trust (WST) raises the visibility and increases the impact of women's sport through the promotion of **role models**, increasing **media coverage** and improving **funding**. We are a leading UK charity focused on using the power of sport to accelerate gender equality.

WST creates opportunities to engage decision makers who have the capacity to reshape a more inclusive sporting landscape.

WST is a dynamic, innovative and progressive organization that is action oriented. This is an exciting opportunity to join our team.

### About the organisation

WST is a company limited by guarantee, registered in England and Wales (852118); VAT Number (244 4669 88) and is registered with the Charities Commission (1153429)

WST is run by an operational board of trustees comprised largely of committed volunteers. The Board is currently comprised of 10 Trustees; you can read their biographies on our website.

In the last few years, WST's activities have been supported by a small team of paid, part-time consultancy staff acting as an operational hub. This currently comprises:

- Joint CEOs (and founders)
- Director of Operations

We work with a Diversity consultant to help ensure that inclusion is central to all of WST's practices and campaigns. We have a Director of Visual Campaigns who oversees our branding, imagery, and external publications.

Date: July 2017



### Our focus

- We change the conversation
- We amplify, connect & stimulate
- We take action



womenssporttrust.com  
info@womenssporttrust.com

Twitter @womensporttrust  
facebook.com/WomensSportTrust  
instagram.com/womensporttrust  
youtube.com/user/womenssporttrust

Registered charity number 1153429

# About the role of Trustee



As part of the growth of the charity the Board has identified the need to recruit four new Trustees.

You will be passionate about women's sport and keen to support WST in realising its full impact as an entrepreneurial, collaborative, and action-focused charity. We are looking for people with particular expertise in:

## 1. Fundraising & sponsorship

We are looking for an energetic, well networked individual(s) to boost WST's fundraising capacity and capability. More specifically, you will:

- Contribute to the funding strategy and support the operational team to address our project, campaign, and organisational funding needs
- Be the primary point of contact on the Board and advise those who are engaged in the operational delivery of WST's funding ambitions
- Research and suggest new organisations/ individuals/ funding streams for WST
- Support WST to approach and secure new sponsors and to access funds from, for example, corporates, high net worth individuals, and institutional donors.
- Play a lead role in hosting sponsors/ donors at WST events
- Assist with preparing / reviewing bids and pitch documentation, including attending pitches
- Advise on account and relationship management

You will have strong networks in the corporate sector and be experienced in charity fundraising and engaging high net worth donors. Experience of running programmes and events for corporate and high net worth donors is essential. Experience of institutional donors would be desirable. Please note that we do not require Trusts and Foundations expertise.



## 2. Digital engagement

**We are looking for a creative individual who has experience in digital and interactive content. More specifically, you will:**

- Contribute to the communications strategy and support the operational team to address our project, campaign, and organisational communication needs
- Be the primary point of contact on the Board and advise those engaged in the operational delivery of digital communications
- Devise strategies and help to implement solutions that will increase online engagement with our campaigns and activities.
- Review new technologies and keep WST at the forefront of developments in digital communications and marketing
- Ensure WST can track its digital impact.



You will have a proven track-record of managing digital platforms across multiple channels, ideally gained in a high profile, complex organisational context.

## 3. Athlete Insight and Engagement

**From the outset, WST has worked closely with athletes and believes that we need more elite athletes woven in to every level of sport. You will provide a vital sporting perspective to our organisation. More specifically, you will:**

- Offer an athlete perspective to inform our strategy, projects, and campaigns
- Be a point of contact on the Board and advise those involved in the operational delivery of athlete related activities.
- Where appropriate, act as a liaison between WST, elite athletes, and sports bodies
- Perform spokesperson and media responsibilities.
- Network and encourage greater athlete involvement with WST
- Act as a bridge between the Board and the Athlete Influencer group
- Participate in events and inform policy decisions

You will have experience of influencing and networking and be very familiar with the women's sporting sector. You will be a current or retired elite athlete.

#### 4. Brands and marketing

We are looking for a senior individual with experience in brand development and marketing, either acquired within the sport industry or in working with major brands. More specifically you will:

- Contribute to WST's strategy and bring a brand / marketing perspective to our all our activities
- Be the primary point of contact on the Board providing marketing advice for the operational team - helping them engage with the agendas of brands, sports, agencies, and athletes.
- Review new trends, research, and insight to keep WST at the forefront of developments in marketing and the potential implications for women's sport
- Network, forge introductions and encourage greater brand involvement with WST – including generating funding leads
- Support WST's work with sports bodies and athletes – specifically by helping them to understand how best to connect effectively with brands

You will blend significant marketing experience and brand insights with a desire to shape how women's sport is perceived as a marketable proposition.



# Trustee Role Description

<b>Job title:</b>	Trustee
<b>Reports to:</b>	Board of Trustees
<b>Grade:</b>	Volunteer
<b>Period of office:</b>	All Trustees serve a three-year term of office. Trustees are eligible for re-appointment by recommendation of the Board.
<b>Time requirement</b>	Our Board meets approximately 4-5 times per year with Trustees taking on additional sub-committee roles, aligned with their personal experience. We estimate a 6 hour/month commitment.

## Governance responsibilities

Trustees have and must accept ultimate responsibility for directing the affairs of Women's Sport Trust and for ensuring that it remains solvent, well-run and delivers the charitable outcomes in accordance with its Articles of Association and charity law.

- Ensuring that the charity complies with charity law, and with the requirements of the Charity Commission as regulator and in particular to ensure that the charity prepares reports on what it has achieved and produces Annual Returns and accounts as required by law.
- Acting as a guardian of the charity's assets - both tangible and intangible - avoiding any personal conflicts of interest or misuse of charity funds or assets.
- Using reasonable care and skill to ensure that the charity is well-run and efficient and that risks are assessed and managed.

## Operational responsibilities

Trustees will contribute to the development of WST through:

- Shaping, sustaining, and reviewing WST's aims and strategies and ensure they remain relevant to the vision, purpose, and values of the organisation
- Offering an external perspective and critical thinking
- Participating in tasks such as fundraising, events, media requests, policy advocacy, recruitment panels, expert panels and advice to the chief executives;
- Providing appropriate advice, guidance, and support on the operational/delivery implications of policy proposals
- Attending board meetings, committee(s) and events as appropriate
- Setting the appropriate culture and 'tone' for the organisation which is consistent with its values
- Assisting in the facilitation of the #BeAGameChanger Awards process and other priority projects
- Active networking - generating introductions and liaising with corporates, athletes, leaders, and others
- Maintaining our reputation through public relation campaigns, website, and social media outlets.
- Acting as an ambassador/spokesperson for WST as required
- Ensure WST inclusion and diversity objective is embedded into all practice

## Person Specification

While we do not expect all candidates to embody all the following attributes, we would welcome applications where an individual has extensive coverage of most of the following areas:

- A passion for the progression of women's sport and an understanding of the women's sporting landscape
- The energy, good humour and enthusiasm necessary to realise significant ambitions despite limited resources.
- Personally motivated to step up as a trustee, with a full awareness of the responsibilities involved and aligned with the ethos of the organisation
- An understanding and acceptance of the legal duties responsibilities and liabilities of trusteeship
- An understanding of gender, inclusion, and diversity issues
- Willingness to devote the necessary time and effort to take WST to the next level.
- Understand the importance and purpose of meetings and be committed to preparing for them adequately and attending them regularly.
- Ability to question intelligently, think strategically, debate constructively, challenge rigorously and bring independence of thought to decision-making
- Ability to actively listen to the views of others, inside and outside of the board and to work well with difference, be a team player and gain the trust and respect of other board and Hub members
- An ability to instigate ideas and identify own ways of contributing
- Proven problem-solving ability
- Experience of running campaigns
- Understanding of how organisations can achieve social change and demonstrate their impact
- Politically aware, well networked and experience of influencing
- Can maintain confidentiality on sensitive and confidential information
- Specific professional skills/expertise that relate to one or more of the operational responsibilities of the board (see previously identified areas for recruitment).



## Diversity and Inclusion

**WST is committed to improving the diversity of the Trustees and believes that representation is important in order to reflect the diverse communities in the UK. We are therefore actively seeking applications from men, people with a disability and people from a minority ethnic background.**

WST Board meetings are held in London, WST staff and Trustees are located across the UK and full use of technology to communicate is made outside of Board meetings. Expenses for travel and other requirements for engagement are paid.

We value your difference and what this brings, a commitment to the values and strategic objectives of the Women's Sport Trust will be crucial. Our Board meets approximately 4 times per year with Trustees taking on additional sub-committee roles, aligned with their personal experience. We estimate an additional 6 hours/month time commitment though this may need to flex up during busy periods, such as in run up to the annual BeAGameChanger Awards, held in May.



## To apply

To apply please send a CV, with a covering letter outlining why you are interested in becoming part of WST, your areas of expertise and how you could add value to our organisation. Please include the name and contact details of 2 referees.

Please return your CV, covering letter and Diversity and Inclusion Questionnaire to [info@womensporttrust.com](mailto:info@womensporttrust.com)

## Timescale

All applications must be received by 6pm on Thursday 14<sup>th</sup> September 2017.

Interviews will take place on 9<sup>th</sup> and 10<sup>th</sup> October.

# Trustee Recruitment – 2017

## Diversity and Inclusion Information

WST is explicitly focused on encouraging sport to become a more diverse and inclusive environment and think it is imperative that we also achieve these objectives in a diverse and inclusive way. We believe that being inclusive is not only the right thing to do, it is the smart thing to do in terms of being a high-performance organisation, having significant impact, individuals achieving their potential and engaging with diverse stakeholders / audiences.

It would be very helpful, therefore, if you could provide some voluntary information about your age, gender, ethnicity, and geographical location. We will use this data to gauge the diversity of our reach. We will not pass on your details to third parties. This data is anonymous, will be kept separate from your application and will be stored securely.

### Your gender

Female  Male  Transgender  Prefer not to say

### Your age

U14  15 – 21  22 – 29  30 – 39   
40 – 49  50 – 59  60 – 69  70+

### Your Ethnicity

**White**

**Irish Traveller**

#### Mixed / Multiple ethnic groups

White and Black Caribbean

White and Asian

Any other Mixed/Multiple ethnic background

#### Asian/Asian British

Indian

Pakistani

Bangladeshi

Chinese

Any other Asian background

#### Black / African / Caribbean / Black British

African

Caribbean

Any other Black / African / Caribbean background

#### Other ethnic group

Arab

Any other ethnic group

**Do you consider yourself to have a disability?** Yes  No  Prefer not to say

### Where are you from?

North East  North West  Yorkshire and Humber  East of England

East Midlands  West Midlands  South East  South West

London  Scotland  Wales  Northern Ireland

Other  Prefer not to say