



ecoACTIVE Trustee role (Marketing and Sales) – Role Description and outline of Workgroup

ecoACTIVE is looking for Trustees to give marketing and sales guidance in coming months.

We have radically changed our work methods due to coronavirus and we do not expect to resume our earlier methods. We are seeking new markets to sell our services.

You will be committed to ecoACTIVE's aims of advancing environmental protection and sustainable development through information and education in the preservation, conservation and the protection of the environment, prudent use of resources, and individual capacity development.

You will learn about:

- our organisation, its services and the areas of London we work in;
- environmental issues in an education context, including the working of the National Curriculum in state schools.

Your experience and skills

As a member of the M&S workgroup (see below) you will have demonstrated your knowledge and experience in at least one of the following two areas:

1. leading or having a senior role in marketing services to public and/or private corporate organisations using all current media;
2. leading or having a senior role in selling services to our market target sectors, including making some initial approaches personally.

Whether your experience is in marketing or in sales, you understand the effective use of advertising in all current media.

You will be able to communicate clearly with other Trustees, to seek and to give guidance, and act on board decisions.

You will guide staff, through the Director, in the production of marketing material and implementing the sales workload.

You will be able to give five hours each month to workgroup business, and two hours each month to Board meetings.

Experience of issues of professional education will be an advantage.

We would like to appoint people who are able to attend face-to-face Board meetings when circumstances make this possible at our base which is in London E9.

Marketing and Sales workgroup

This group is a new workgroup of the Trustee board. You will be instrumental in creating it and responding to the requirements defined by the Board.

Workgroup members will be full board members of the Trustee committee.

The workgroup will develop a comprehensive plan for marketing ecoACTIVE services and setting sales targets including the structure and content of website and social media. The group will consult with Director, staff and other Trustees.

The workgroup is advisory. All decisions on matters within the group's purview will be taken at full Board level, where you will have a seat and decision-making responsibilities.

The workgroup will appoint a convenor, responsible for ensuring business is conducted and for reporting to the full Board. Records will be kept of attendance, discussions and recommendations. The workgroup will report to the Board monthly meeting.

The workgroup will meet as required, face-to-face and via remote platform media.

Application process

To apply, please submit your CV and a covering letter outlining why you are interested in the role and what you can bring to the Board

Application deadline: 12 noon Monday 12 October 2020

Interviews: tbc (between 16 and 23 October 2020)