TRUSTEE (COMMUNICATIONS) RECRUITMENT PACK
WE ARE LOOKING FOR SOMEONE WITH COMMUNICATIONS EXPERIENCE TO JOIN OUR BOARD OF TRUSTEES

AS OUR COMMUNICATIONS SPECIALIST, THEY WILL SUPPORT AND ADVISE ON EAST END WOMEN’S MUSEUM’S PUBLIC RELATIONS, DIGITAL COMMUNICATIONS AND MARKETING STRATEGY
About us

We are England’s first women’s museum. Our story began in 2015 as a positive protest against a proposed ‘Jack the Ripper ‘museum. Since then we have operated as a ‘pop-up’ museum, collaborating with community and cultural partners around East London to research and share women’s stories. Our exhibitions, events and digital content have reached more than 20,000 people in person and many more online.

In 2018 we began working to develop a permanent base for East End Women’s Museum at a site in Barking and Dagenham; we put all our efforts behind it but were unable to proceed with the project. Now we are at an exciting point in our story, developing a new programme of activity to celebrate women’s stories in East London while planning for a sustainable future for our work. Our Board of Trustees will lead this effort, working with our newly-appointed Museum Development Lead, Asma Istwani.

We are a registered charity (number 1188775), governed by a Board of Trustees. Our work is guided by our vision, mission and values.

Vision

By making women’s histories visible we create a better world. Their stories affect us, inspire us, and show us that we, too, are unstoppable.

Mission

To increase representation of East London women past and present. To champion women’s contributions, inspire audiences, foster community, and promote equality — and to be a catalyst for others to do the same. Through research, programmes and partnerships, we tell local stories with global resonance, enabling the diverse voices of East End women to reverberate across time and space.
Values
We are inclusive, brave, collective, empathetic and accountable.

Inclusive - we spotlight the stories of all women, particularly those underrepresented in historical narratives (including women of Global Majority heritage; disabled women; queer, lesbian, bi and trans women; working-class women; older women; migrant and refugee women; and women working in the sex industry). We meet audiences where they are, breaking down barriers to access and working alongside communities in relevant ways.

Brave - we work with courage and imagination, following in the footsteps of the fearless and creative women before us. We’re unafraid to take risks, innovate, and lead from the front. We’re ambitious beyond our modest size; we make a real difference locally and reach audiences nationally and internationally.

Collective - this is a people-powered organisation, in which we know none of us is as strong or smart as all of us. We work together - staff, volunteers, audiences and partners - recognising the expertise and effort of all. With a generosity of spirit, we share what we have and what we’ve learnt. We reject the traditional, patriarchal approach to history which considers ‘great men’ above all. Instead we look to value subtle, domestic and shared contributions of women to history.

Empathetic - from our staff teams to our visitor interactions to the stories we tell, we are sensitive to people’s different - sometimes difficult - circumstances and are compassionate in our approach. We create evocative, heart-led experiences enabling audiences to better understand and ‘feel’ others’ perspectives.

Accountable - we are accountable to our community, seeking and being responsive to regular feedback. We’re honest and transparent with ourselves and between colleagues, partners and audiences. We’re reflective and open to change. We ‘move at the speed of trust’, working hard and intentionally to build and sustain it.
What we’re looking for

Each of our trustees brings expertise from different sectors that is vital to our small organisation. They support and work closely with Asma Istwani, our Museum Development Lead.

As some of our committed and long-serving trustees reach the end of their terms, we are looking for someone with communications experience to join our Board of Trustees. As our communications specialist, they will support and advise on East End Women’s Museum’s public relations, digital communications and marketing strategy and its delivery.

We ask that our trustees commit approximately eight hours per month to their role. They attend one monthly meeting (up to two hours, held online), review documentation and support with a range of tasks according to their skills.

Trustees are appointed for a renewable term of 3 years. Please note that this is a non-executive voluntary role and therefore unremunerated. We do not anticipate that trustees will incur expenses in the fulfilment of their duties, however we can offer reimbursement of any reasonable out of pocket expenses that are incurred.

By joining our Board of Trustees you will be part of a supportive team of people who are passionate about women’s history and redefining what a museum can be for people in the East End and beyond. You will be part of a growing charity and have opportunities to develop your experience of governance and broaden your CV.

We are a museum for everyone and we want our team to represent a wide range of perspectives and experiences. We welcome applications from anyone passionate about women’s histories and particularly people with perspectives underrepresented on the boards of museums, who include people of Global Majority heritage, LGBTQIA+ people and D/deaf and disabled people.

Find out more about the role of trustees.
## Role Description

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<tr>
<th>Role</th>
<th>Trustee (communications)</th>
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<tbody>
<tr>
<td>Responsible to</td>
<td>Chair of Trustees</td>
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<tr>
<td>Responsible for</td>
<td>N/A</td>
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<tr>
<td>Start date</td>
<td>From March 2023</td>
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<tr>
<td>Term</td>
<td>Three years, potentially renewable for a second term of three years subject to a performance and suitability review</td>
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<td>Location</td>
<td>Remote and East London</td>
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<td></td>
<td>Monthly board meetings are held online</td>
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<td></td>
<td>Occasional attendance at in-person Museum events and away days in East London desirable</td>
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<tr>
<td>Time commitment</td>
<td>Eight hours per month, including attendance at monthly board meetings (up to two hours, held online)</td>
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<td>Remuneration</td>
<td>Unpaid</td>
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<tr>
<td></td>
<td>The role of Trustee is voluntary and not remunerated, however any reasonable out of pocket expenses may be claimed in certain circumstances, in line with Charity Commission guidance</td>
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Responsibilities
The Trustee (communications) is a member of East End Women’s Museum’s Board of Trustees. They support and advise the Board of Trustees and the Museum Development Lead on the Charity’s public relations, digital communications and marketing strategy and its delivery. They are the main point of contact for all communications-related issues and play a lead role in crisis communications.

All Trustees have the following responsibilities:

- Ensure that the Charity complies with its governing document, charity law, company law and any other relevant legislation or regulations.
- Ensure that the Charity pursues its objects, as defined in its governing document (its Constitution).
- Ensure that the Charity applies its resources exclusively in pursuance of its objects, and does not engage in or fund activities which are not included in its objects, however worthwhile they may be.
- Collaborate actively with the wider Board of Trustees, providing clear strategic direction to the Charity, setting/approving policy, defining goals, setting targets and evaluating performance against agreed targets.
- Safeguard the reputation and values of the Charity.
- Ensure the financial stability and sustainability of the Charity.
- Oversee the financial affairs of the Charity and ensure they are legal, constitutional and within accepted accounting practice.
- Ensure proper records are maintained and that effective financial procedures are in place.
- Take part in trustee skills audits and any necessary board recruitment processes.

The Trustee (communications) has the following additional responsibilities:

- Support the development of the Charity’s public relations, digital communications and marketing strategy.
- Support the Museum Development Lead with the development of policies necessary to support communications functions.
- Collaborate with the Museum Development lead on responses to urgent communications (such as developing and issuing public statements).
• Ensure that the Charity's communications reflect the Charity’s commitment to equity, diversity and inclusion.

Person specification

Essential

• Extensive experience of leading effective communications campaigns
• Strong understanding of digital platforms and marketing tools
• Experience of developing and delivering PR campaigns
• Experience of brand management
• Experience of managing crisis communications
• Understanding of best practice for accessible communications
• Commitment to the Charity’s mission and values and the ability and willingness to devote the necessary time to fulfil the role.
• Ability to work effectively as a member of a team
• Strong independent judgement
• Ability to think creatively and strategically
• Integrity and an ability to exercise fair judgement
• Excellent advocacy, communication and interpersonal skills
• Ability to act as an ambassador for the Charity
• Acceptance of the legal duties, responsibilities and liabilities of trusteeship and a willingness to undertake training to support their role as necessary

Desirable

• Experience delivering communications in arts, culture and heritage contexts
• Experience of implementing and using CRM systems
How to apply
To apply, please email eastendwomensmuseum@gmail.com by Monday 18 December 2023 with the subject ‘Trustee application: Communications’ and attach:
· Your CV
· A personal statement telling us why you are interested in joining our Board of Trustees and how your skills and experience are relevant to the role – you can send this to us as a written document of no more than 600 words, or as an audio or video file of no more than four minutes

We would also be grateful if you could complete the equity, diversity and inclusion monitoring form at this link: https://forms.gle/yDRSLSMxiuj9taAb8. The information you provide will be anonymous, separate from your application and kept strictly confidential. You have the option to ‘prefer not to say’ for any questions you do not wish to answer. Any information you provide will help us to improve our recruitment processes.

What will happen next?
We will acknowledge receipt of your application by email. We will review all the applications we receive and write to you by 31 January 2024 to let you know the outcome of your application. Please note that we will be unable to give feedback on your application if it is not shortlisted.

If your application is shortlisted, we will invite you to attend a short informal online interview with a member of our Board of Trustees and our Museum Development Lead, Asma Istwani in February 2024.

Want to know more?
If you have any questions about joining our board or making an application, please contact us eastendwomensmuseum@gmail.com.

If you have any access requirements that need to be met to support you to make an application, participate in an interview and/or to fulfil a trustee role, please let us know either in your application or by emailing eastendwomensmuseum@gmail.com in confidence to discuss your needs.
THANK YOU SO MUCH FOR YOUR INTEREST IN JOINING OUR BOARD OF TRUSTEES

WE LOOK FORWARD TO HEARING FROM YOU!