Society of Genealogists

TRUSTEE WITH MARKETING EXPERIENCE

BACKGROUND

The Society of Genealogists is an educational charity founded in 1911. It is the custodian of a unique, extensive and growing collection of records, historical and modern, physical and digital which, along with an wide ranging events programme, are used by people to unlock their family history. They are helped in this by the Society's staff, volunteers and community of fellow members, including experienced and knowledgeable genealogy experts. The Society is based in London but has a membership from around the world.

Central to the Society has always been a strong membership. Today over 5,000 people pay an annual subscription to research in the Society's collection of genealogical material, attend its courses and talks and be part of the genealogical community it has created for everyone, from seasoned professionals to those taking their first steps.

The Society, as a registered charity, is governed by a Board of Trustees. This Board, of around 10 people, is responsible for the proper governance of the Society and meets four/five times a year. Trustees may sit for up to two three-year terms.

The Society is keen to strengthen the **marketing expertise** at board level and so is seeking an individual with a marketing background to become a trustee. Given the nature of its business model, of particular interest would be someone with knowledge of current marketing activity in a membership context, but we would certainly welcome applications from anyone with a marketing background.

We welcome applications from anyone, regardless of disability, ethnicity, heritage, gender, sexuality, religion or socio-economic background.

This is an exciting time for the Society and represents an excellent opportunity for anyone who wants to develop their skills and experience of working at board level, whilst also giving back to the community.

Please note that this role is voluntary and unpaid.

JOB DESCRIPTION

ROLE:	Trustee (with marketing experience)
TERM OF OFFICE:	up to 6 years, with renewals every 3 years.
PURPOSE:	To sit on the Board of Trustees of the Society of Genealogists, ensuring that the charity runs legally and is provided with firm strategic direction.

ESSENTIAL SKILLS/QUALITIES:

- Demonstrable expertise and experience in marketing, ideally within a membership environment or other virtual/digital products and using B2C digital marketing.
- Understanding of working in accordance with Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership.
- Effective communication and interpersonal skills including impartiality, fairness, good listening skills, a willingness to speak out where necessary with tact and diplomacy, and an ability to respect confidences and confidentiality.

- Willingness to devote the necessary time and effort to the Society.

DESIRABLE SKILLS/QUALITIES

- Understanding of the genealogy sector/market and the Society's respective position therein.
- Knowledge and experience of the voluntary and community sector, understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship.
- Awareness of the commercial realities of a not-for-profit organization
- Experience in a board or senior executive role.

GENERAL RESPONSIBILITIES:

- To ensure that the Society complies with its governing document (including pursuing its objects as defined therein), charity law, company law, and any other relevant legislation or regulations.
- To ensure that the resources of the Society are applied exclusively in pursuance of its objects.
- To contribute actively to the Board of Trustees in giving firm strategic direction to the Society, including setting overall policy, defining goals and evaluating performance against agreed targets and implementation of decisions made by the Board of Trustees.
- To safeguard the reputation and values of the Society.
- To ensure the effective and efficient administration of the Society.
- To ensure the Society has financial stability and aims to deliver profits to reinvest in its services.
- To protect and manage the property of the Society and the proper investment of its funds.

We are happy to accept applications (or expressions of interest) at any time and will review applications on a quarterly basis depending upon vacancies on the Board at that time.