

Downright Excellent Trustee – Trustee - Digital Fundraising lead role description

Context and purpose

- Downright Excellent (DEX) is a small charity committed to enabling children with Down syndrome to maximise their potential. We deliver a range of specialist interventions and support to children with Down syndrome and their families.
- The trustee with digital expertise will help DEX navigate the pitfalls and make the most of the benefits of the digital era, particularly in relation to fundraising.
- The skills, experience and expertise of the digital trustee will help us increase our income, enabling us to shore up and enhance the work we do to support the children, young people and families we work with.

Main responsibilities

- Define, design, and implement a Digital Fundraising strategy that raises donations/funds from appropriate digital channels.
- Ensure guidelines are developed and updated to ensure that:
 - our services users, team, and stakeholders are treated with respect and feel safe, as DEX endeavours to in its way of working; and
 - DEX's reputation is upheld to a high standard.
- Working with the other trustees and our volunteers, the Trustee – Digital Fundraising lead will take a lead role in setting an effective fundraising strategy for DEX. You'll work particularly closely with the lead trustee for fundraising, and our small social media volunteer team.
- Provide thought leadership on the role of digital in DEX's fundraising and help build and implement this vision.
- Highlight the opportunities and the risks of digital, in terms of our strategy in general, and in reference to fundraising in particular.
- Translate the risks and opportunities of digital for other trustees, to enable the board as a whole to engage in an informed way.
- Provide strategic oversight of implementation of digital fundraising.
- Champion the use of data in board discussions, and in driving the delivery and improvement of fundraising.
- Draw on your networks to support our work.
- Help ensure that the operations team have the digital capabilities that they need to implement the strategy.

Qualities of a digital trustee

- Successful track record in fundraising, digital fundraising and/or social media marketing.
- Demonstrable and practical experience of embracing digital solutions to deliver real increases in fundraising income.
- Ability to work as part of a team and willingness to take collective responsibility for the governance of our charity.
- Ability to work at a strategic level whilst understanding the detail and complexities of delivery, and the influencing skills needed to bring volunteers and team members along with plans.

- Strong communicator – willing and able to help the board understand digital.
- Ability to analyse risks and opportunities, and take a balanced approach to both.
- Extensive networks, and a willingness to draw on contacts as appropriate.
- Committed to DEX’s long-term success.

In addition to the above, the Digital trustee has the same responsibilities and qualities as all trustees:

Responsibilities of all trustees

- Support and provide advice on DEX’s purpose, vision, goals and activities.
- Approve operational strategies and policies, and monitor and evaluate their implementation.
- Responsible for safeguarding our service users, team, and stakeholders in all aspects of the way DEX works.
- Oversee DEX’s financial plans and budgets and monitor and evaluate progress.
- Ensure the effective and efficient administration of the organisation.
- Ensure that key risks are being identified, monitored and controlled effectively.
- Review and approve DEX’s financial statements.
- Provide support and challenge to DEX’s CEO in the exercise of their delegated authority and affairs.
- Keep abreast of changes in DEX’s operating environment.
- Contribute to regular reviews of DEX’s own governance.
- Attend Board meetings, adequately prepared to contribute fully to discussions.
- Use independent judgment, acting legally and in good faith to promote and protect DEX’s interests, to the exclusion of their own personal and/or any third party interests.
- Contribute to the broader promotion of DEX’s objects, aims and reputation by applying your skills, expertise, knowledge and contacts.

Essential qualities and attributes of all trustees

- Willingness and ability to understand and accept their responsibilities and liabilities as trustees and to act in the best interests of the organisation.
- Ability to think creatively and strategically, exercise good, independent judgement and work effectively as a board member.
- Effective communication skills and willingness to participate actively in discussion.
- A strong personal commitment to equity, diversity and inclusion.
- Enthusiasm for our vision and mission.
- Willingness to lead according to our values
- Commitment to Nolan’s seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership

Terms of appointment

Terms of office

- Trustees are appointed for a three year term of office, renewable for two further terms to a maximum of nine years.
- This is a voluntary position, but reasonable expenses will be reimbursed, subject to prior agreement.

Time commitment

- Around a day a month, taking into account meetings, preparation, and contact between meetings:
 - Attending 6 Board meetings annually of around 2.5 hours. Currently meetings are held online.

- Attending one longer strategy day a year (usually a Sunday in October) and two or three issues-based workshops
- We aim to send papers out a week in advance of Board meetings. Our trustees tell us that they usually spend between one and 2 hours reading the papers and preparing for the meetings
- Outside of Board meetings, there will be additional contact – usually by email, Zoom or phone.

Although the role is unpaid, we will reimburse reasonable expenses such as travel.

Checks

- We will take up references
- Because of the nature of our work, we ask all trustees to undergo a DBS check which we will facilitate and pay for
- We ask all trustees to undertake an online safeguarding course
- Trustees are asked to complete the Charity Commission '[Charity Trustee: declaration of eligibility and responsibility](#)'
- We also require trustees to complete a declaration of interests form

How to apply

To apply, please send your CV or an informal summary of your experience and a covering letter telling us why this role at DEx attracts you to our Chair, James Davis at chair@downrightexcellent.com, cc gemma@lovegovernance.com.

Do contact us if you would like a chat before applying.

Closing date: 30 June 2024

The duties and responsibilities highlighted in this Role Description are indicative and may vary over time.