



Swan Lifeline. Trustee – Digital Lead

At a glance

Are you passionate about wildlife and nature? Do you want to gain valuable experience applying your skills in new and innovative ways outside work?

Do you have Digital Knowledge and Experience that you'd like to apply as a Digital Leader, honing skills in a charity organisation?

Unique Trustee role at a leading Swan rescue charity offers the chance to be the 'wind beneath the wings' of these beautiful birds, who we rescue, rehabilitate and release back into their natural habitat.

Skills

Digital

Where

This position is mostly home-based, but some work will also take place at our base on Cuckoo Weir Island, Eton, Berkshire, SL4 6SS where our full-time and Volunteer staff work. We are looking for someone who lives in the Thames Valley who can visit the site when needed.

Time

Estimate of time needed: about 4 hours / week. The trustees meet up to once a month, either virtually or on-site at our base.

Deadline

10 August 2024

What will you be doing?

As Trustee – HR Digital, you will play a crucial role in helping Swan Lifeline build future-proofed and integrated digital strategies, initiatives, and skills. You will gain valuable experience in the non-profit sector and contribute to the growth of a unique and valuable wildlife charity.

This is an unpaid Trustee position. We understand the importance of work-life balance and value your time. Your commitment can be tailored to fit your schedule. You'll be working with a passionate and friendly group of Trustees and while we all work hard, we learn lots and have fun doing it!

About Swan Lifeline

Swan Lifeline is the oldest registered charity devoted entirely to the care of sick and injured swans in the Thames Valley and surrounding areas and has cared for over 30,000 sick and injured swans. We are based on the magical Island setting of Cuckoo Weir Island in Eton, Berkshire, SL4 6SS.

Our aims are to RESCUE, REHABILITATE and RELEASE injured swans, and we are able to provide shelter and treatment for up to 180 at a time, returning them to the wild as soon as possible.

What are we looking for?

As our As Trustee – Digital, you would play a leading role (with input from fellow Trustees) in developing our digital strategy and capabilities, so we can innovate and continue to lead in the future.

What difference will you make?

Your skills and experience would be an invaluable addition to our board of trustees as we seek to grow and do more. Without the right future-proofed digital-enabled strategies and programmes, we may lose our leading role supporting swans who desperately need our help and face an uncertain future because of the Nature emergency and Avian flu.

Experience and Skills

General qualities and attributes

- Passion for animal welfare, and Swan Lifeline's core mission.
- Excellent communication and interpersonal skills.
- Strong organisational and time-management skills.
- Ability to juggle multiple work streams at any one time.
- Ability to lead independently but be part of a team.
- High levels of empathy in a small, friendly, passionate team.

Experience in one or more of the following:

- Setting Digital Vision and Strategy
- Experience in Digital product development (e.g. websites, apps, ecommerce)
- Expertise in Digital presence, communications and marketing

Primary responsibilities of the Trustee – Digital

- Create Digital Vision, Strategy and Policies for the organisation
- Champion the use of Digital integration across channels, fundraising, marketing and operations.
- Build Digital awareness and literacy among all staff so that they are able to fully engage in identifying Digital opportunities and risks.
- Ensure Swan Lifeline is compliant with Digital security and other regulations, identify any risks and mitigation steps.
- Identify Digital skills needed by Swan lifeline and help develop a volunteer network of digital developers and contributors.
- Understand the current Digital estate (website, intranet, database, email, CRM, supporting computers/hardware/hosting, CCTV) and suggest improvements to meet the Digital strategy.

Trustee responsibilities

- An understanding of trustee legal duties, responsibilities and liabilities.
- Safeguarding the reputation of the charity.
- Ensuring financial stability of the charity.
- Ensuring SLL has a long-term strategy to achieve its objectives.
- Ensuring SLL has effective policies and procedures to achieve its goals.
- Actively participate in Trustee meetings and shared workload.
- Comply with charity law, our constitution, and other relevant legislation.
- Use your specific skills and expertise to help good decision making.
- Be an active Board member exercising our responsibilities and functions.

How to Apply

Please apply to: julian@swanlifeline.uk

Please send us:

A) a short cover letter detailing why you are interested in this role and additionally B) a CV detailing your relevant experience.

Interviews are informal and in person or on Zoom. Do contact us before if you have any questions or would like to discuss the opportunity with a Trustee.

Swan Lifeline is a Charitable Incorporated Organisation Reg No 1156995 We are entirely funded by donations

Swan Lifeline is an equal opportunity employer.

<https://swanlifeline.uk>