

Business Development/Marketing Trustee for X-PERT Health

About the organisation

X-PERT Health, a charitable organisation, pioneers patient empowerment and education enabling people to self-manage their condition. They provide clinical supervision and support, train healthcare professionals and peer educators as X-PERT Educators and provide structured education for weight management and the prevention and management of diabetes.

About the role

The Business Development/Marketing Trustee will join a small and dedicated team and be responsible for promoting the charity and improving sales and growth.

Our business development trustee will provide leadership and experience to the board on growing the organisation's trading income by utilising effective business and marketing strategies. Bringing strategic and analytical skills they will support our team in reviewing and developing our business and marketing processes.

Through the leadership of this role, the board and staff will be able to better understand and appraise strategic opportunities that arise that positively impact on the sales funnel, sales opportunities and activity of the organisation.

Role responsibilities:

- Provide thought leadership and new ideas from industry on the areas of business development, product/service development and/or customer relationship good practice;
- Advise on the sales cycle and process' for the organisations current trading activity and identify strengths, weaknesses, opportunities and threats to the board;
- Make recommendations to the board on where to invest in sound business opportunities that will also achieve the organisation's purpose;
- Prepare a marketing strategy and support staff in its' implementation;
- To advise on the most effective social media channels and train staff on their use where necessary;
- Identify appropriate training and skills development pathways for those engaged in sales and marketing within the organisation for understanding customer needs and building positive relationships;
- Perform the usual duties of a trustee, including:
 - ensuring that the charity has a clear vision, mission and strategic direction and is focused on achieving these.
 - being responsible for the performance of the charity and for its "corporate" behaviour; ensuring that the charity complies with all legal and regulatory requirements.
 - undertaking an ambassadorial role for X-PERT Health where opportunities arise.
 - attending quarterly meetings of trustees.
 - avoiding any conflict of interests.
 - reflecting annually on the board's performance and your own performance as a trustee.

- As a company limited by guarantee and a registered charity, all Trustees are required to fulfil the legal responsibilities as a trustee in addition to the legal responsibilities of being a Director of a company in England and Wales.

Person specification

- Successful track record in the areas of business development and marketing, sales and/or product development.
- Demonstrable and practical experience of training or coaching to enable others to grow their skills and confidence.
- Extensive networks, and a willingness to draw on contacts as appropriate.
- 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 and visionary level whilst understanding the detail and complexities of delivery, and the influencing skills needed to bring staff and stakeholders along with plans.
- Ability to analyse risks and opportunities, and take a balanced approach to both.

What difference will you make?

We would like to build on our current income generation practices and would love the addition of a trustee with experience and enthusiasm to help us focus on business development across the organisation.

What's in it for the volunteer?

- Make a significant difference to a charity that has ambitious expansion plans through a new strategy.
- Make a significant difference to the health and wellbeing of people living with obesity and diabetes.
- The unique opportunity to develop existing skills, gain experience in charity leadership and governance within a national charity setting.

Time commitment

Mostly during office hours. A minimum of half a day a month plus a quarterly board meeting.

How to apply

To apply please submit your CV to Dr Trudi Deakin at trudi.deakin@xperthealth.org.uk along with a covering letter stating why you wish to join the organisation, how your skills would add value to the board and any other relevant information. Application deadline is Thursday 31st August. Virtual interviews will be conducted week commencing 11th September.