

## Digital Trustee Role Description

### Background

Embracing Age is a Christian charity working towards a world where older people are valued, connected and full of hope. We're looking for a Digital Trustee who shares our values, and can help us build our digital capacity.

### What will you be doing?

We're a small charity that started in 2015, with a solid understanding of the importance of digital. All our files have been cloud based from the outset (we use google Drive for non-profits), and we have a CRM in place (Insightly) that integrates well with Google. But we recognise our digital limitations too, and are keen to recruit a trustee who can help us consider new ways of reaching audiences and stakeholders through different channels, SEO's etc. and can also help us make the most of data, so that we are measuring our impact well and communicating it more widely,

### What are we looking for?

We are looking for an individual who shares our values, vision and ethos, and who understands the challenges of digital within a small charity budget. You'll have experience of providing leadership and advice on the role of digital across small organisations, and the ability to help us build our digital capacity, and use data more effectively.

You'll be someone who:

- shares our values, ethos and vision
- has experience in leading and advising on the role of digital across a small organisation.
- has experience in SEO's and other digital ways of reaching new audiences.
- can champion the use of data in board discussions, and in driving improvements in the delivery of our work
- can draw on your network to support our work
- can highlight the opportunities and risks of digital
- is able to work effectively as a member of a team

### What difference will you make?

We are a charity that has a friendly and efficient board of trustees, but we lack someone with digital expertise to ensure that we are making the most of technology advances and use data effectively. There are very few charities that focus on befriending care home residents and we want to grow and continue to make a big difference in their lives. You will play a big part

in helping us do that by increasing our audience, enabling us to reach more volunteers, and communicating more effectively.

This is a great opportunity to join a growing charity at a key stage of their development, and to join a friendly, committed board of trustees. You'll be meeting a real need within the board and enabling the charity to develop its effectiveness in meeting very real and pressing needs in the lives of care home residents and informal carers.

**Time Commitment:**

About 3-5 hours a month

**For more information:**

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