

CPR Trustee – Marketing lead

The CPR is at the start of a dynamic phase, having moved from an unincorporated loose entity to a CIO (Foundation model) a year ago.

It is looking for a trustee with marketing expertise to help the charity grow, so as to deliver its stated objectives, as set out in its Strategic Plan 2020/22.

Current situation

Over the past 12 months the following have been put in place:

- Set up a Comms group
- Created a Fundraising group
- Produced a three-year strategy 2020/22
- Produced a one-year business plan 2020
- Set up an online shopping platform (marketing our own merchandise) linked to new bank account and PayPal
- Produced high-quality publicity leaflets
- It produces regular e-newsletters, and an annual printed journal.
- We have introduced an email information service (info@pilgrimstorome.org.uk) which aims to reply speedily and accurately in response to questions and requests for information (24 hours max), and act as a portal if we cannot supply what is asked.
- Negotiated a partnership with a French association and translate and publish their information booklet in English
- It is rewriting the website but in the medium term it will be upgraded
- Set up social get-togethers in two cities. More planned.

Main tasks of the Marketing Lead

- Review how better marketing can help to deliver the 2020/22 strategy
- Take a lead on a review of the name and brand of the Confraternity
- Assist the Comms group with the development of a high-level strategy
- Assist the chair and Comms group lead, on the Essay competition proposal
- Assist with a review of the outline FR strategy, with the FR Group
- Review the effectiveness of its two current income streams: membership and merchandising and how these could be developed through better marketing
- Assist the chair and vice chair with the development of a major donors' events programme

Accountability

Individually to the chair, and collectively the Board.

You

- Creative thinker and experienced marketer
- Charity experience useful though not essential
- Board experience useful but not essential
- Be able to travel into London for meetings
- Love of pilgrimage, walking, or cycling desirable
- Supportive of the CPR vision and values

Time

Must be able to commit a minimum of 2 full days per year (AGM and Strategy day), plus an afternoon per quarter for board meetings; it is very likely specific deliverables will require additional time (e.g. two hours a week).

Background to the CPR

- Been around since 2006
- Registered as a charity, CIO Foundation model, 20/02/19
- Eight trustees, working its way to achieving 12
- Strategic Plan 2020/22 in place
- Annual Business Plan 2020 in place
- No staff but is working towards that end
- Internationalist in perspective
- Induction programme being written
- A number of operational policies in place e.g. Recruitment of Trustees · Website being refreshed, <https://pilgrimstorome.org.uk/>

Process

Check out the CPR website. If you want to learn more, contact Carlo Laurenzi on chair@pilgrimstorome.org.uk

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