



THE CONFRATERNITY OF PILGRIMS TO ROME

CPR Trustee – Marketing lead

The CPR is at the start of a dynamic phase, having moved from an unincorporated entity to a CIO (Foundation model) Charity some 18 months ago. Despite the impact of Covid-19 on the movement of people, and the economy as a whole, it is seeking to expand the board.

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:-

- A Communications group
- A Fundraising group
- A three-year strategy 2020/22
- A one-year business plan 2020
- An online shopping platform (marketing our own merchandise) linked to new bank account and PayPal
- Production of high-quality publicity leaflets
- Continuation of regular e-newsletters, and an annual printed journal
- Email information service info@pilgrimstorome.org.uk
- Negotiation of a partnership with a French pilgrim association to translate and sell their information booklet in English
- A rewriting the website with an upgrade in view
- Social get-togethers in two cities, which currently run as virtual meetings
- The contracting -in of a development worker to further one of our strategic aims: the establishment of a viable walking route between London and Canterbury.

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 current FR strategy

- Review the effectiveness of its two current income streams: membership and merchandising and how these could be developed through better marketing
- Assist the Chair with the development of a major donors' events programme

Accountability

Individually to the Chair; collectively the Board.

You

- Creative thinker and experienced marketeer
- Charity experience useful though not essential
- Board experience useful but not essential
- Love of pilgrimage, walking, or cycling desirable
- Supportive of the CPR vision and values

Time

Must be able to commit a minimum of two full days per year (AGM and Strategy day), plus an afternoon per quarter for board meetings. It is very likely that specific deliverables will require additional time, currently estimated to be the equivalent of a day a month.

Background to the CPR

- Active since 2006
- Registered as a charity, CIO Foundation model, 20/02/19
- 11 trustees
- 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 in place
- A number of operational policies in place eg Recruitment of Trustees
- Website recently 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

August 2020