



# Plus Importance Project

Trustee (Marketing and Public  
Relations Lead)

Application Pack





# About Us

The Plus Importance Project is a newly registered charity that improves understanding and inclusion of people in the + of LGBT+, defined as *“sexualities, gender identities and sex characteristics including, but not limited to, asexual, genderfluid, genderqueer, intersex, non-binary, pansexual and queer”*.

As **the UK’s first registered charity with a focus on the + of LGBT+**, we aim to create a world where those who identify fully or partly in the + of LGBT+ experience equal rights, respect and representation.

We do this by:

## **1) Training and supporting organisations**

We work with organisations to help them be more + inclusive. This includes:

- running training sessions
- providing a review service that identifies areas for improvement in an organisation’s policies, forms, web content etc.
- creating a culture strategy with their leadership team to embed change and inclusion efforts long-term
- providing an update service to keep organisations we have worked with updated on changes to our best practice guidance

## **2) Improving public awareness of identities in the +**

This includes social media, appearances at events, media appearances/interactions and responding to public consultations.

## **3) Undertaking research**

This includes conducting, collating and commissioning research on different identities and the experiences of people in the + of LGBT+.

# Role Description

As our Marketing and Public Relations Lead, you will oversee aspects of our work such as our social media, website, newsletter and press releases. You will also share your expertise in this area with the other trustees to help them make informed decisions.

As a Trustee, you will also ensure the charity delivers on its vision and keeps to its values. The Board of Trustees are both jointly and individually responsible for the governance and strategic direction of the charity, its financial health and its activities in accordance with our governing documents and legal and regulatory guidelines.

This role requires a time commitment averaging 1-2 hours per week, including attendance at monthly Board of Trustee meetings (in Bristol), meetings with the Founder and other ad-hoc meetings.

## **Responsibilities:**

- Ensuring the charity complies with its governing document, charity law and other relevant legislation and regulations
- Ensuring the charity is financially sustainable in both the short-term and long-term and does not spend money on activities that are not part of its charitable objects
- Contributing to the strategic direction of the charity, setting overall policy, defining targets and evaluating performance
- Safeguarding the good name and values of the charity and managing risks
- Overseeing and supporting the organisation's social media, website, newsletter, press releases and public statements
- Responding to questions and feedback from the public and managing our response to any criticism or abuse
- Building relationships with the media, the public and other organisations
- Obtaining useful insights of trends, potential partners and opportunities, and updating others on relevant news
- Supporting the wider work of the Plus Importance Project



# Person Specification

## Essential:

- Experience of marketing, social media, public relations etc.
- Excellent communication skills
- Skills/experience in content creation
- Passion for the work of the charity
- Personal or professional interest in the work of the Plus Importance Project
- Able to offer at least 1-2 hours per week

## Preferable:

- Experience of being a charity trustee or a similar role overseeing the management and administration of an organisation
- Ability to scrutinise financial budgets and processes

We particularly welcome applications from people that have lived experience that is currently underrepresented on our Board of Trustees, such as people who are Black, Asian, intersex or aromantic.



## To Apply

To apply for this role, please email our Founder Matt Humberstone (he/him) on [matt.humberstone@plusimportance.org.uk](mailto:matt.humberstone@plusimportance.org.uk) by **9am on Friday 1st March** with a CV and cover letter detailing your interest and suitability for the role.