

Role description: Hilda Lane Community Association (HLCA) - Digital trustee

Context and purpose

- HLCA manages the St Hugh's Community Centre in Anerley, S London providing space for community activities, support groups and management of St Hugh's Youth Network.
- HLCA are looking for a trustee with digital expertise to help improve our business technologies and processes and help communicate, advertise and market our work and contribute to achieving our goals.
- HLCA are working towards maximising the Centres use and engaging with the local community to provide a range of activities and events thereby combatting social exclusion and social isolation. Improving our digital connection with the local community via social media will help us achieve these goals.

Main responsibilities

- Provide thought leadership on the role of digital in HLCA marketing / communications / service delivery / operations] and help build and implement this vision.
- Highlight the opportunities and the risks of digital, in terms of our strategy in general, and in reference to St Hugh's Community Centre in particular.
- Translate the risks/opportunities of digital for other trustees to enable the board to engage.
- Take the lead in evaluating social media proposals for the board of Trustees
- Provide strategic oversight of any digital project implementation.
- Champion the use of data in board discussions, and in driving the delivery and improvement of fundraising/ marketing /communications/service delivery and operations
- Contribute to the work of The Community Organiser and Centre Manager.
- Draw on your existing support networks to support our work.
- Help ensure that the HLCA Board of Trustees have the digital capabilities that they need to implement the strategy.

Qualities of a digital trustee

- Successful track record in digital marketing / product development / ecommerce etc.
- Ability to work at a senior management / leadership level.
- Experience of current agile project management practices, open source, cloud platforms and digital services.
- 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 complexities of delivery, and the influencing skills needed to bring staff and stakeholders along with plans.
- Strong communicator.
- Willingness to act in the best interest of the charity while adhering the Nolan principles of public life.
- Ability to analyse risks and opportunities, and take a balanced approach to both.
- Extensive networks, and a willingness to draw on contacts as appropriate.
- Long term commitment to HLCA. Minimum of one year and ideally longer and a previous history or knowledge of the local area is desirable.

Time commitment and location

- The Board meets at least 4 times a year and the Trustee is expected to be available occasionally for company events such as AGM and staff events
- Attendance at other events such as Centre events and fundraising meetings is desirable.
- Board meetings are held at the organisation's premises: St Hugh's Community Centre, 42 Castledine Road, Anerley, London SE20 8PL.