The Lytham
INSTITUTE
Registered charity 1186995

Trustee (Communications) – Role Description

The Lytham Institute charity exists to improve the lives of people in Lytham and the surrounding areas by providing a range of educational and recreational facilities, as well as organising leisure activities like cultural events and art exhibitions. The charity's aim is to enhance the overall quality of life for local residents, regardless of their gender, sexual orientation, race, political views, or religious beliefs and to foster social welfare and create a more vibrant, inclusive community for all.

The Institute itself is a handsome and historic grade II listed building in the heart of Lytham, which formerly housed the Lytham Library and which has been under-utilised for at least the last few years.

Up to now, Fylde Council has been the only trustee of the charity. The council now wants to recruit a number of additional trustees who can push forward with the objectives of the charity and make sure that it achieves its core purpose. The trustees will oversee the overall management and administration of the charity. They will also ensure that the Institute charity has a clear strategy and that the work and goals of the charity are in line with that strategy.

Trustees have a collective responsibility. This means that they always act as a group and not as individuals.

Duties:

- Support and provide advice on the Lytham Institute's purpose, vision, goals and activities.
- Approve operational strategies and policies, and monitor and evaluate their implementation.
- Oversee the Lytham Institute's financial plans and budgets and monitor and evaluate progress.
- Ensure the effective and efficient administration of the organisation.
- Ensure that key risks are being identified, monitored and controlled effectively.

- Review and approve the Lytham Institute's financial statements.
- Keep abreast of changes in the Lytham Institute's operating environment.
- Contribute to regular reviews of the Lytham Institute's own governance.
- Attend trustee meetings, adequately prepared to contribute to discussions.
- Use independent judgment, acting legally and in good faith to promote and protect the Lytham Institute's interests, to the exclusion of their own personal and/or any third party interests.
- Contribute to the broader promotion of the Lytham Institute's objects, aims and reputation by applying your skills, expertise, knowledge and contacts.

As a small charity, there will be times when the trustees will need to be actively involved beyond trustee meetings. This may involve scrutinising papers, leading discussions, focusing on key issues, providing advice and guidance on new initiatives, presenting externally, or other issues in which the trustee has special expertise.

What we are looking for

We are looking for people willing to bring energy, enthusiasm and commitment to the role, and their diverse perspectives and thinking to our trustee board. Ideally they will be based locally to the Lytham area.

Personal skills and qualities

- Willingness and ability to understand and accept their responsibilities and obligations as trustees and to act in the best interests of the charity.
- Ability to think creatively and strategically, exercise good, independent judgement and work effectively as a board member.
- Effective communication skills and willingness to participate actively in discussion.
- A strong personal commitment to equality, diversity and inclusion.
- Enthusiasm for our vision and mission.
- Willingness to lead according to the charity's values
- Commitment to Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership.

Specific expertise

We are looking for a trustee with expertise in communications to enhance the charity's public profile and engagement with its stakeholders. This trustee will provide strategic advice on the charity's communication efforts, including digital and traditional media, social media outreach, public relations, and marketing campaigns. Their guidance will be crucial in ensuring that the charity's messaging effectively promotes its activities, engages with the community, and builds strong relationships with supporters. Experience in branding, content creation, and stakeholder engagement will be highly valued.

Terms of appointment

Terms of office

This is a voluntary position.

Time commitment

- Attending trustee meetings which are expected to be held monthly, though this may vary.
- Willingness to contribute your specific expertise to the service of the charity outside the trustee meetings
- Ad hoc and occasional support through working groups and in other ways.

Application process

If you are interested in this role, please submit a CV, together with a supporting statement of no more than 500 words to ian.curtis@fylde.gov.uk before 5 January 2025.