



## **Baby Umbrella - Trustee Role Description**

### **About Baby Umbrella**

Baby Umbrella is an award-winning small charity offering breastfeeding and early parenting support to families in West Kent. Our vision is for every family in West Kent to have access to skilled and compassionate support during their parenting journey. We are here to listen, support and empower parents to make the decisions that feel right for them and their babies. Our service makes a powerful impact on families right from the start of their journey.

Baby Umbrella was founded in August 2020 and has experienced considerable growth and development in the past 3 years, reaching £100k of income and supporting 1,100 families per year with 1,600 specialist 1-1 appointments and 600 social visits. We were recognised in 2022 as the Kent Charity Awards Start-up Charity of the Year, and in 2023 we were Highly Commended in the Kent Wellbeing Awards.

We are single minded in our determination to support local families and we are now looking for some passionate people who understand our purpose to join our board of trustees as we come to the end of some of our founding trustees' terms.

### **Role description for a Trustee of Baby Umbrella**

Our Trustees are the guiding light of our charity. Our Board of Trustees' role is to ensure our charity meets its objectives to provide easily accessible skilled support for postnatal physical and mental health in and around West Kent.

Our board of 9-12 trustees work together to set our strategic direction, as well as providing individual skilled support to our team within their specific areas of expertise. We welcome applications from those who have not been Trustees before and training will be provided - we have a mix of novice and experienced Trustees on our board, and those with experience in both the charity, commercial and healthcare sectors. We also really value the diverse lived experiences each of our trustees brings.

The duties of a trustee are as follows.

- Ensuring that Baby Umbrella pursues its stated objects (purposes), as defined in its governing document, by developing and agreeing a long-term strategy
- Ensuring that Baby Umbrella complies with its governing constitution, charity law, company law and any other relevant legislation or regulations
- Ensuring that Baby Umbrella applies its resources exclusively in pursuance of its charitable objects (ie the charity must not spend money on activities that are not

included in its own objects, however worthwhile or charitable those activities are) for the benefit of the public

- Ensuring that Baby Umbrella defines its goals and evaluates performance against agreed targets
- Safeguarding the good name and values of Baby Umbrella
- Ensuring the effective and efficient administration of Baby Umbrella, including having appropriate policies and procedures in place
- Ensuring the financial stability of Baby Umbrella, particularly with respect to fundraising and income generation
- Protecting and managing the property of the charity and ensuring the proper investment of the charity's funds
- Following proper and formal arrangements for appointment, supervision, support, appraisal and remuneration of the chief executive (if the charity employs staff)
- In addition to the above statutory duties, each trustee should use any specific skills, knowledge or experience they have to help the board of trustees reach sound decisions. This may involve scrutinising board papers, leading discussions, focusing on key issues, providing advice and guidance on new initiatives, or other issues in which the trustee has special expertise.

### **Core expectations**

- Attend our 4 annual trustee meetings (held on Monday evenings on Zoom) and one Strategy Day (in person in West Kent) per year (12 hours per year)
- Read official correspondence sent by email in a timely manner and respond appropriately (approx 1 hour per month)
- Support the charity with our fundraising activities (this could include grant applications, corporate approaches, or volunteering at fundraising events as appropriate) (approx 1 hour per month)
- Visit one Baby Umbrella support session per year to keep connected to our purpose (½ day per year)
- Maintain compliance to our governance and that of the charity commission, including training and checks as appropriate (approx 3 hours per year)
- **Total: approx 3-4 hours per month**

Our trustees are appointed for a term of between two to five years.

### **Person specification for a Trustee of Baby Umbrella**

- A commitment to Baby Umbrella and a passion for our cause
- A willingness to devote the necessary time and effort
- Strategic vision
- Good, independent judgement
- An ability to think creatively

- A willingness to speak their mind
- A willingness to listen
- An understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship
- An ability to work effectively as a member of a team
- A commitment to Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership.

We are looking to recruit trustees with skills in the following specific areas in order to complement our existing board:

- **Fundraising**
  - Develop and implement a 3-5 year fundraising strategy to meet our charitable goals.
  - Prioritise activities to grow income over the next 3-5 years, particularly with respect to individual donations, challenge events, community fundraising and corporate fundraising.
  - Support the Management Team to invest resources in the fundraising function in order to achieve the greatest impact.
  - Embed a culture and practice of philanthropy across the Trustee Board and Management Team.
  - Support the development of relationship management tools, in order for Baby Umbrella to develop long term, sustainable and meaningful relationships with supporters, , sponsors, and partners.
  - Monitor and evaluate fundraising activities to assess effectiveness and identify areas for growth
- **Marketing**
  - Developing and implementing our marketing strategy
  - Building awareness, knowledge, understanding and trust of our services among local communities and stakeholders
  - Supporting the team with design and copywriting experience, knowledge of social media, CRM, Website platforms and SEO
  - Working with our Diversity, Equality, Inclusion and Belonging team to develop an understanding of how to better reach individual marginalised groups who need our support
  - Supporting the team to embed relationship management and development to build community ownership of donations, fundraising and volunteering from our beneficiary base.
  - Monitoring and evaluating marketing activities to assess effectiveness and identify areas for improvement.

This is a part time, voluntary role, mainly based from home but with occasional meetings in West Kent (Otford, Sevenoaks, Tonbridge and Tunbridge Wells). Expenses may be claimed for out-of-pocket payments trustees have to make in order to carry out their duties, for example: travel to and from trustee meetings.

## **Diversity, Equality, Inclusion and Belonging**

We welcome applicants from all backgrounds with the aim that our board represents the diversity of the community we serve and incorporates different perspectives in our decision making. We encourage applications from all candidates regardless of ethnicity, age, gender, disability, sexual orientation or religion.

To guard against unconscious bias, where possible information such as names, photos, gender and birth dates are removed from applications before consideration in our selection process. We are committed to making reasonable adjustments to enable everyone to participate - please let us know how we can meet your needs.

## **Safeguarding**

Baby Umbrella is committed to safeguarding children and vulnerable adults. This role is subject to an Enhanced DBS check and two references.

## **Application process**

To apply, fill in our short [online application form](#). Applications will close at midnight on 10th July 2024. We would also be grateful if you could fill out our optional, anonymous DEIB questions [here](#).

Initial interviews will be taking place on zoom in July and August.

We intend for the role to start in September/ October 2024.

## **Got questions?**

If you have any questions before you make your application, please email [info@babyumbrella.org.uk](mailto:info@babyumbrella.org.uk) - we are also happy to arrange a brief 1-1 conversation with a member of our team prior to your application.