

Role Title:**Friends of the RUH Communications, Marketing & Fundraising Trustee****Location:** Board meetings (in-person/virtual, Bath-based)**Remuneration:** Voluntary (reasonable expenses reimbursed)**Time Commitment:** 6 Board meetings a year and a minimum 6–10 hours per month

About the Organisation

We are a dedicated charity supporting the Royal United Hospital, Bath by funding enhancements to patient care and staff wellbeing beyond NHS provision. Through grants, fundraising, and a valued volunteer programme, we help improve the experience of patients, families, and staff across the hospital.

Our work includes funding equipment, improving hospital environments, supporting staff initiatives, and coordinating volunteers who provide practical and emotional support throughout the hospital.

About the Role

We are seeking a strategic and creative individual to join our Board of Trustees as a Communications, Marketing & Fundraising Trustee. This role is key to helping us grow our income, strengthen our public profile, and effectively communicate the impact of our work.

You will bring expertise and insight to ensure our fundraising and communications activities are compelling, ethical, and aligned with the needs of patients and staff at the hospital.

Key Responsibilities**Governance and Strategy**

- Contribute to the overall governance and strategic direction of the charity
- Ensure alignment with our mission to support patients, staff, and services at the RUH.
- Uphold high standards of transparency, accountability, and ethical practice.
- Safeguard the charity's reputation, particularly in relation to communications.

Communications and Marketing

- Advise on communications that highlight the charity's impact on patient wellbeing.
- Support storytelling that respectfully shares patient and volunteer experiences.
- Ensure consistent and engaging branding across all channels.
- Guide development of digital presence, website, social media, and campaigns
- Help identify opportunities to raise awareness within the local community and beyond

Volunteer Engagement

- Support the promotion of the charity's volunteer programme.
- Ensure messaging reflects the value and impact of volunteers within the hospital.

Fundraising

- Provide oversight and guidance on fundraising strategy and income generation
- Support the development of diverse income streams, including trusts and foundations, corporate partnerships, community fundraising, and legacy giving
- Encourage fundraising initiatives that resonate with patients, families, and the local community
- Act as an ambassador for the charity, helping to build relationships with donors and partners

Board Contribution

- Attend and actively contribute to Board meetings and relevant committees
 - Provide constructive challenge and professional expertise
 - Work collaboratively with fellow Trustees and the executive team
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Person Specification

Essential

- Experience in marketing, communications, fundraising or a related discipline
- Ability to think strategically and contribute at Board level
- Strong understanding of audience engagement and brand development
- Sensitivity in communicating issues related to health, patients, and care environments
- Commitment to the charity's mission and values

Desirable

- Experience in healthcare, NHS-related organisations, or medical charities
 - Knowledge of grant-making or charitable funding processes
 - Experience managing or advising on volunteer recruitment campaigns
 - Digital marketing, PR, or campaign experience
 - Existing networks that could support fundraising or partnerships
 - Previous Trustee experience
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What You'll Gain

- The opportunity to impact improved patient care and staff wellbeing at the RUH
 - Experience in charity governance within a healthcare setting
 - The chance to shape impactful fundraising and communications strategies
 - Opportunities for professional development and networking
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How to Apply

Visit our website <https://friendsoftheruh.org.uk/jobs/>

Or send your CV and a short statement outlining your interest in the role and how your experience aligns with the position to our Chairman: ronny.helvey@nhs.net
