



Trustee Recruitment Pack

Marketing & Communications

About Young Creative Bucks CEP

Young Creative Bucks CEP (YCB) is Buckinghamshire's Cultural Education Partnership. Our mission is to enable every young person in Buckinghamshire to embrace and benefit from creative and cultural opportunities.

We are a small but ambitious emerging charity, bringing together schools, cultural organisations, and creative professionals to improve access, equity, and pathways into arts, culture, and the creative industries. Through collaborative programmes and networks, we support children, young people, educators, and the wider cultural sector.

YCB became a Charitable Incorporated Organisation (CIO) in November 2024. We are seeking an experienced and proactive Treasurer to join our Board of Trustees, helping us grow sustainably and increase impact across the county.

For more information about our work and future plans, we welcome you to explore our:

- [Strategy](#)
- [Consultation Report](#)
- [Implementation Plan](#)

You can also find more about us on our [Website](#).

Governance

The Charity is governed by the Board of Trustees, which is responsible for:

- Establishing the overall direction of the Charity, including its mission, aims, and strategies.
 - Ensuring that the policies of the Charity are in keeping with its aims and strategies.
 - Working to ensure that the Charity has the resources, both human and financial, to achieve its aims and strategies.
 - Monitoring and evaluating the progress of the Charity against its aims and targets.
 - Ensuring that the Charity functions within legal and regulatory requirements.
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Management Structure

Young Creative Bucks is governed and supported through a layered structure that brings together expertise from education, culture, community, and industry:

- **Board of Trustees** – Provides strategic leadership, financial oversight, and ensures the charity delivers its mission as a CIO.
- **Directors** – Responsible for operational leadership, delivery of programmes, and day-to-day management.
- **Cultural Education Advisory Forum CEAF (in development)** – A collective of sector specialists offering insight, challenge, and guidance on sector needs and emerging opportunities.
- **Cultural Partners & Practitioners** – Organisations and freelance professionals who collaborate on programmes, co-delivery, co-design, and sector development.
- **Creative & Cultural Champions Network** – Educators and school leaders who advocate for arts and culture within Buckinghamshire's schools and help shape opportunities for young people.
- **Wider Creative & Cultural Community** – The broader ecosystem of artists, organisations, venues, festivals, and industry partners who contribute to cultural life in Buckinghamshire and engage with YCB's work.



Marketing & Communications Trustee Role Description

Location: Buckinghamshire

Time commitment: 9–12 days per year (4 Board meetings, occasional subgroup involvement, and light preparation)

Tenure: Term of up to three years, renewable for a maximum of three consecutive terms

Role Summary

The Marketing & Communications Trustee will help Young Creative Bucks grow its profile, shape its narrative, and strengthen engagement with children, young people, educators, and the wider cultural sector. Working closely with the Director and Board, you will bring strategic insight, fresh ideas, and professional expertise to support communications, marketing, digital transformation, and storytelling initiatives.

This is an exciting opportunity to make a tangible impact in a small, ambitious charity at a pivotal stage of growth, helping us amplify our mission and increase access to creative and cultural opportunities for young people across Buckinghamshire.

Key Responsibilities

Strategic & Supportive

- Contribute to the development and oversight of marketing and communications strategies aligned with the charity's vision.
- Provide guidance, insight, and constructive challenge to the Director and Board on communications priorities.
- Support digital transformation initiatives, including CRM integration and digital marketing approaches.
- Help develop and communicate the charity's narrative, brand story, and public voice to inspire engagement and support.

Audience Engagement

- Help the charity reach new and diverse audiences, increasing engagement and participation in programmes.
- Share expertise on audience growth, segmentation, and effective communications campaigns.
- Act as a champion and advocate for the charity, representing YCB to external stakeholders and networks.

Standards & Best Practice

- Ensure all communications are ethical, legal, and aligned with charity values and relevant regulations.
 - Promote best practice in marketing, communications, and digital engagement across the organisation.
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Person Specification

We are looking for someone who brings a blend of expertise, creativity, and enthusiasm:

- Professional experience in marketing, communications, public relations, or related fields.
 - Experience in developing and communicating an organisation's narrative, brand story, and public voice.
 - Knowledge of digital marketing, audience engagement, and communications campaigns.
 - Understanding of the voluntary and charity sector, and awareness of good governance in communications.
 - Experience in promoting growth, engagement, and inclusion through communications.
 - Strong networking, influencing, and relationship-building skills.
 - Strategic thinking, sound judgement, and a collaborative approach.
 - Commitment to creativity, culture, and opportunities for young people.
 - Willingness to dedicate time, energy, and expertise to support a small, emerging charity.
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General Responsibilities of Trustees

As a Trustee, including in your role as Treasurer, you will:

- Contribute to strategy, policies, and priorities, and review performance against agreed objectives.
- Ensure the charity applies its resources effectively in pursuit of its mission.
- Safeguard the charity's reputation and values.
- Abide by organisational policies (e.g., safeguarding, equality, diversity, inclusion).
- Declare conflicts of interest and share collective responsibility for Board decisions.
- Support organisational needs as they arise, including recruitment or fundraising.
- Attend Board and sub-committee meetings and prepare in advance.
- Act as an ambassador for YCB across the cultural and educational sector.

How to Apply

Your application should be made to the Chair of the Board, Sue Imbriano, and submitted via email to Claire_Willis at cwillis@youngcreativebucks.org.

If you wish, the Chair would be happy to have an informal conversation with you about the role, what YCB is looking for, and what YCB could offer you. Please get in touch with Claire Willis to arrange this.

Submit the paperwork for application as follows:

- A covering letter, outlining your reasons for wishing to join the Board, what you could contribute, and what you would hope to achieve as a Board member.
- A brief CV, which should include the names and contact details of two people to whom we could apply for references should you be successful.

