



**Job description**

# Trustee – Communications and Marketing

<b>The position</b>	<p><i>Communications and marketing trustee, Marlens, Clevedon Marine Lake</i></p> <p><i>Part-time, Voluntary, 2-3 hours per week</i></p> <p><i>Please contact <a href="mailto:chair@marlens.org.uk">chair@marlens.org.uk</a> if you're interested</i></p>	
<b>Overview</b>	<p>Marlens is a bustling community-focused charity that looks after Clevedon Marine Lake. Led by a board of trustees (12 maximum), its thriving bank of volunteers is what makes Marlens so effective at maintaining and improving the marine lake.</p> <p>The charity is going through an exciting phase of change and growth, and we are looking for someone with experience of communications and marketing to help us.</p> <p>Marlens is in a great position to move forwards and meet the increasing demand of a growing community of lake users who love this special place.</p>	
<b>Duties</b>	Developing a marketing and comms strategy	3-4 hours/month
	As required, writing blogs, press releases, liaising with press, managing Marlens' social media	2-3 hours/month
	Dealing with ad-hoc enquiries/acting as point of contact (as necessary)	1 hour/month
	Working with and supporting other trustees in their work	2-3 hours/month
<b>The person</b>	<p>You will be a team player with strong communication skills, who understands the nature of a charity and volunteering.</p> <p>Marlens' constitution puts equal value on all the trustees, so sensitivity to others, respect, empathy and co-operation are key qualities.</p> <p>Marlens has a long history and holds a prominent position in the town of Clevedon. Clevedon Marine Lake is nationally recognised as a tourist attraction and desirable location for filming. You will take the time to get to know the charity's founders and long-term volunteers, as well as the position of the lake and its charity in the community. This means that you'll need to be sensitive and respectful to the lake's past as you help shape its future.</p>	



<b>You will:</b>	Have excellent written, verbal and presentational skills with a track record of producing high quality, inspiring and compelling content across a range of channels / audiences	Essential
	Have a proven track record of working with a team in a supportive and collaborative way	Essential
	Have analytical skills and ability to interpret and work with a range of data and information and evaluate impact of activity, demonstrating good judgement	Essential
	Understand charity governance and operations	Desirable
	Have experience working with volunteers /a charity	Desirable
	Live in or near Clevedon	Desirable

## Background

### What is Clevedon Marine Lake?

Clevedon Marine Lake is a 15,000m<sup>2</sup> tidal pool on the Bristol Channel. The marine lake opened in 1929, but fell into a state of disrepair in the 80s and 90s. In 200[9] The charity MarLens (MARine Lake ENthusiastS) was set up to renovate the lake to enable more people to benefit from activities and facilities on and around this historic and unique body of water.

Clevedon Marine Lake is a safe tidal pool filled with water from the sea. It provides:

- a recreational space the size of two football pitches containing 30 million litres of sea water, two thirds of which is less than 5ft deep;
- a safe spot next to, but sheltered from, sea waters famous for having the second highest tidal range in the world;
- arguably the world’s largest sea water infinity pool, and a photographer’s delight, especially at sunrise and sunset.

### Our vision

We are a community charity powered by volunteers. We’re run by the community to provide a safe, welcoming, inclusive and beautiful recreational facility that can be enjoyed by all. We want to bring the health and wellbeing benefits of being in, on and by the water to every part of the local community and to visitors and holiday-makers. We aim to become a centre of excellence for accessible water-based activities.

Our priorities are:

- providing an accessible, safe, inclusive space for people to enjoy being on, in or by the water
- maintaining the marine lake to high standard for people and wildlife



- providing a semi-wild natural environment for recreation
- facilitating better health and wellbeing of the people of Clevedon, North Somerset and beyond
- being an integral part of Clevedon's seafront community and a visitor attraction

### **Our values**

**Inclusive:** We encourage people of all ages, abilities and backgrounds to take part and benefit from being in, on and by the water

**Innovative:** We find new and creative ways to enhance the lake and add value to the community

**Welcoming:** We welcome all lake users, locals, visitors, groups and volunteers, and offer opportunities

**Community:** We are run by the community and for the community

**Unspoilt:** We make the most of the beauty of the lake and its surrounds, creating a haven within the town of Clevedon

### **Our mission**

We are a volunteer-led charity set up to promote and improve Clevedon Marine Lake's unique, natural environment so that the entire community can take part in safe activities in and around the water.

Our goal is to keep the lake in pristine condition, preserving its natural beauty, respecting its history and advancing its future, and keeping it safe for users. We promote the health and wellbeing of all our community in Clevedon and beyond, while striving to include people of all ages, races, backgrounds and abilities.

We aim to bolster the local economy by supporting local businesses in and around the lake, and by making the lake a visitor attraction of which the town can be proud. We aim to become known nationally for our inclusivity and accessibility.