

Birmingham Botanical Gardens **Strategic Marketing Trustee Vacancy**

Birmingham Botanical Gardens is looking for a new Trustee with strategic marketing and audience development experience to join our fantastic organisation.

As a Trustee, you will play a vital role in shaping the future and the direction of the Gardens, which are a much-loved part of Birmingham's landscape and heritage, and crucial to the provision of the botanical world. We are looking for enthusiastic, passionate and experienced candidates with a range of skills and who are happy to help deliver the core ethos of our charity. The successful candidate will assist in the responsibility and oversight of running our charity, whilst learning new skills and growing in confidence.

About Birmingham Botanical Gardens

Opened in 1832, Birmingham Botanical Gardens (BBG, registered charity number 528981) is one of just two independent charitable botanical gardens in the UK. Spread across 15 acres, just one mile from Birmingham City Centre, BBG consists of over 7,000 formally documented plants, making it the largest and most diverse botanic collection in central England. BBG's heritage is woven into Birmingham's history – the most important manufacturing town in the world – and the site welcomes over 180,000 visitors each year.

As well as the gardens, which are a green sanctuary within the city, the charity also provides a unique educational resource for learning about plants, conservation, and the environment. We welcome visits from nurseries, schools and colleges, as well as uniformed groups such as scouts and brownies, and run adult courses and workshops including photography, nature and wildlife, and heritage and cultural courses.

As an independent charity, we rely on the support of visitors, donors and grants, as well as generating income from our trading arm, hosting weddings and special events and providing catering. This support ensures that we can maintain our Victorian glasshouses and our 15-acres of wonderful gardens, and also enables us to develop exciting new educational projects for the Birmingham community.

A diverse botanical world that enhances all our lives

Our mission is to support plant biodiversity and an understanding of its importance to the natural environment through conservation, education, engagement and enjoyment.



Our Team

BBG employs 27 full-time members of staff and is supported by a wonderful team of 50 volunteers who contribute across all areas of the Gardens' activities. This team is led by Chief Executive and Curator, James Wheeler and the Gardens Management Team.

Governance of BBG is led by a Board of 10 Trustees who meet eight times a year, and also host sub-committees, including education, finance and development:

- **Martyn Liberson, Chairman of the Board of Trustees:** Knights PLC, and an expert in property law, property management and dispute resolution.
- **Amit Sharma, Trustee, Information Technology:** Director, Business Development, Inco Software Solutions. Amit is an expert in supporting organisations with the creation of innovative web, digital and marketing solutions.
- **Caroline Clutton-Brock:** Expertise in event management and customer relations management, as well as over 30 years' experience in sales and marketing in the retail and cosmetics industry, including the previous National Account Manager at Yves Saint Laurent Beaute.
- **Darren Share:** Assistant Director for Birmingham City Council with 30 years' experience in environmental management. Currently a National Britain in Bloom judge for the RHS.
- **Dr Barry Leadbeater, Trustee, Education:** Authority on cryptogamic botany (spore-bearing plants) and Protozoa, and expert in biology, natural sciences and education.
- **Harjinder Kang:** Managing Consultant, PA Consulting Group and expert in global sales, marketing, planning and controls frameworks, project management, and general management
- **James Brown:** Expert in building and surveying, and the current Senior Technical Manager at Seven Homes.
- **John Taylor, Trustee, Operations:** Board Member, Cadbury (retired) and expert in leadership, business strategy and project management.
- **Peter White, Deputy Chairman:** Director, Fresh Life Consulting and an Associate of L&R Consulting. Peter is an expert in the re-use of historic buildings, development of financially sustainable schemes and area-based regeneration strategies.
- **Victor Aspland:** President of the Cyclamen Society and Senior Manager and Industrial Chemist (retired), Albright & Wilson Ltd. Victor has over 50 years expertise in horticulture.

Your Role as a Trustee

Birmingham Botanical Gardens is looking for a new Trustee with strategic marketing experience to join our fantastic organisation.

As a Trustee, you will play a vital role in shaping the future and the direction of the Gardens and help to deliver the core ethos of our charity. The successful candidate will assist in the responsibility and oversight of running the charity, complying with BBG's governing document and the law.

You will also support the development and growth of our marketing and audience engagement strategy, guiding other Trustees with your knowledge and experience, and supporting on its successful implementation.

Main Duties and Responsibilities for all Trustees

All Trustees at BBG have a core set of duties and responsibilities:

- Ensure that BBG pursues its objectives as defined in its governing document and shows a continued commitment to BBG's vision, mission and values.
- Attend all Board meetings (eight times per year) and any relevant subcommittees.
- Ensure that BBG complies with its governing documents (Memorandum and Articles of Association), charity law, company law and any other relevant legislation or regulations.
- Ensure that BBG applies its resources exclusively for the fulfilment of its objects.
- Provide overall strategic direction to BBG, setting out the overall policy, defining goals and setting targets and evaluating performance against agreed targets.
- Ensure the financial stability of BBG, ensuring the proper investment of all funds.
- Work alongside the Chief Executive and Curator and continually monitor his performance (alongside the performance review framework).
- Agree and have responsibility for required policies such as Health and Safety, Safeguarding, and other internal policies, and develop, agree and monitor the strategy, planning and risk register.

- Appoint, succession plan and appraise the performance of fellow Trustees/Directors.

Main Duties and Responsibilities as a Strategic Marketing Trustee

In addition to these, the strategic marketing Trustee has role-specific duties and responsibilities:

- Contribute knowledge of marketing techniques, best practice, and strategies, providing ongoing support to the Board and key staff.
- To keep the Board informed about its duties and legal responsibilities in relation to marketing and audience development.
- Work alongside the other Board members and charity staff to improve the effectiveness in engaging with our stakeholders and local media to raise the profile of our charity.
- Support the development and implementation of a strategic plan to help us deliver our mission.
- To report to the Board on the successes and challenges of the marketing strategy and audience development plan.
- Bring overall leadership and governance of the charity's marketing functions.

Who are we looking for?

We are looking for a Trustee with previous Board experience with a background in charity marketing at a strategic level to bring sector-specific expertise to our Board of Trustees. The successful candidate will:

- Have experience in the charity sector in communications, PR, marketing or audience development
- Understand the community and area in which BBG operates
- Have strong, independent judgement and the ability to think creatively and strategically
- Be able to give constructive feedback and to challenge other Board members and the charity
- Be able to analyse risks and opportunities and take a balanced approach to both
- Be able to work as part of a team, and be willing to take collective responsibility for the governance of our charity

As part of our commitment to equality BBG wants to ensure that the Board reflects its ambition to be an inclusive and diverse organisation and to be representative of the communities we serve. We therefore welcome applications from individuals of all backgrounds.

The deadline for applications is 15th March 2021. Interviews will take place the week commencing 29th March 2021. Please note that this role is unpaid.

To apply, please send a one-page covering letter, your CV and a completed Trustees Skills Assessment Form to James@birminghambotanicalgardens.org.uk

This is a fantastic opportunity to be a part of an organisation making a real difference in Birmingham and the wider natural world, and to play an active role in the future direction and strategy employed by the charity.