



Biggin Hill Memorial Museum is a registered charity governed by a Board of Trustees. The Board holds responsibility for the values and strategic direction of the museum. While the Board is collectively responsible for its decisions and actions, we are looking for people with experience in any of the following areas; finance, marketing or fundraising.

Treasurer Areas of Responsibility:

- To manage the museums financial affairs and ensure its financial viability
- To produce a trustees' annual report, a set of accounts and an annual return
- To review the budgets, accounts and financial statements in liaison with the Director
 - To ensure that appropriate accounting policies, procedures and controls are in place, including those covering reserves and investment
- To present the accounts at Board
- To advise on the selection of the auditors and their re-numeration
- To keep the Board informed about its financial duties and responsibilities

Marketing Areas of Responsibility:

- To help shape our marketing strategy and on-going evaluation of the strategy
- Support the museum team to implement the marketing strategy
- Lead the museum to achieve greater brand awareness of its work, specifically with a younger demographic
- Ensure strong PR and reputational management
- Advise on digital and social media marketing

Fundraising Areas of Responsibility:

- Developing the fundraising strategy
- Writing grant applications with the Director
- Working with the Director to build corporate sponsorship
- Working with the Director and staff to ensure the fundraising strategy is implemented
- Encouraging an entrepreneurial fundraising culture
- Being an active champion of the museum
- An understanding of the challenges facing small to medium UK charities in maximising income streams and donor cultivation

Number of meetings per annum/time commitment: 1 meeting per month and one away day a year.