

# Trustee Advertisement

*(Writing an advertisement that will attract people to volunteer for you can be quite difficult. You need to provide enough information to interest people but keep it short enough to keep their attention. Remember there is a difference between a role description and role advertisement. A role description informs volunteers of what the role will entail. A role advertisement is about selling the role – it should attract people’s attention and prompt them to request more information.)*

Below is a guide to help you think about what to include:

## **Name of charity and what the charity does:**

*(If you are advertising externally, include a couple of lines and the website address. Make it interesting, appealing and worthwhile. Ensure all details of the role are uploaded and easily found on your website)*

## **Name of role:**

*Trustee (Or if you are looking for someone with specific skills see if the title can reflect that e.g. Marketing Trustee)*

## **Purpose of role:**

*(What need is it fulfilling – how does it help the ultimate beneficiary?)*

## **What you will get out of the role**

*(Think about what motivates your typical volunteer/trustee – think about who you are trying to attract)*

## **Activities involved in the role:**

*(A summary of the main tasks)*

## **Skills, experience and ability:**

*(Include the minimum level of skill/experience required to start this role. Try to focus on what is important rather than producing a long wish list.)*

## **The time commitment, location and timings:**

*(Eg evening meetings or weekends)*

## **Support offered:**

*(Dispel any fears by outlining how trustees will be supported. Is there an induction? Training? Do you reimburse out of pocket expenses? Will the trustee have a point of contact?)*

*Equality and diversity (A brief statement of the charity’s policy; especially if you are trying to increase diversity in your own board.)*

## **Contact details**

*(A call to action “call us now”, “apply now” and the details of a telephone number and/or email address – people these days will rarely write a letter of enquiry – be sure that resources are in place to deal swiftly with all enquiries – the contact person knows what is expected and can ensure that enquirers are called back in a timely fashion)*