Candidate Brief
Marketing and Communications Trustee







About Love Rowing

Love Rowing is the Charitable Foundation of British Rowing and exists to transform lives across the UK through the sport. We raise funds for programmes that engage and support young people experiencing poverty, disabled people and those from diverse communities.

To date, we have supported more than 100 projects and reached over 15,000 beneficiaries.

In 2025, we received significant new funding from The Westminster Foundation for our Rowing to Success project in Chester, supporting disadvantaged children, young people and adults. This marks an exciting new chapter as we look to grow our reach and impact over the next five years.

The Opportunity

This is a new position on the Board, created as Love Rowing looks to strengthen its marketing, communications and brand as we enter the next phase of our development.

Over the past two years, we have built a growing social media presence, established a supporter email list and developed the foundations of a consistent brand voice. We now want to build on this, with stronger content and a sharper social media approach, to grow our audiences and increase support.

We are looking for a senior marketing and communications professional with strength in brand development and a track record in content creation, digital story telling and social media. A key early priority will be to review our existing approach, identify opportunities to strengthen it and help shape a focused strategy for the years ahead.

The role is primarily strategic. The Marketing and Communications Trustee will advise and challenge the Foundation Director and Board, provide oversight of our communications and campaigns, and help ensure our marketing activity supports Love Rowing's wider objectives. As a small charity, we would also value practical involvement at significant moments, such as major campaigns, fundraising opportunities or important launches.

Time Commitment

Approximately two days per month, including quarterly online Board meetings, an annual face-to-face strategy day, membership of the Projects Sub Committee and an ongoing relationship with the Foundation Director.

There will also be occasional events, project visits or significant campaigns requiring involvement.

What You'll Do

The Marketing and Communications Trustee will:

- Review and shape our marketing, communications and brand strategy, strengthening Love Rowing's profile, positioning and support for its objectives.
- Provide expertise in content creation and social media, using digital storytelling to communicate our impact in compelling and accessible ways.
- Oversee our communications channels (Facebook, X, Instagram, LinkedIn and our newsletter), ensuring they work together and advising on the content and campaigns that build awareness and grow our audiences.
- Help turn engagement into support, making it easy for people to get involved, donate and stay connected, with communications tailored to different audiences.
- Use insight and performance data to assess what is working, helping the Foundation Director and Board focus effort where it can have greatest impact.
- Help build Love Rowing's external profile, including through media, PR, influencers, sporting networks and partnerships.

What You'll Bring

We are looking for a senior marketing and communications professional who cares about our mission and brings:

- Senior experience in marketing, communications, brand or audience development, with a strong track record of shaping strategy.
- Expertise in content creation and social media, with experience of growing audiences and building engagement.
- Experience of overseeing campaigns across different channels, with an understanding of how marketing and communications can build supporter relationships and generate giving.
- A genuine connection to, or experience within, a sporting community. A connection to rowing is a bonus, but not essential.
- The ability to influence and challenge constructively at Board level.
- A collaborative, creative and pragmatic approach, with a willingness to get involved when a significant opportunity requires it.

About Trusteeship

Love Rowing's Trustees collectively hold responsibility for the charity's governance, strategic direction, financial health and reputation.

All Trustees are expected to:

- Ensure Love Rowing fulfils its charitable objects and maintains a clear strategic direction.
- Oversee financial health, performance and organisational risk.
- Ensure compliance with charity law and relevant regulations.
- Uphold the charity's values and reputation and engage with key stakeholders.
- Support fundraising, events and project visits where appropriate.

About the Board

Love Rowing is governed by an experienced and collaborative Board, with expertise across law, finance and governance.

We take the responsibilities of trusteeship seriously while keeping things human and practical. The addition of a Marketing and Communications Trustee reflects an important stage in our development: we have established strong foundations and are looking for someone to help us build on them.

Trustee appointments are for a three-year term, with the option of renewal for a further term.

What You'll Gain

- Board-level governance experience with a national charity.
- The opportunity to work at the intersection of sport, community and social impact and have genuine strategic influence.
- Connections across rowing, disability sport and the wider charity sector.
- The opportunity to use your expertise to help a growing charity increase its reach and impact.

Reasonable out-of-pocket expenses will be reimbursed.

Reference Documents

Charity Commission guidance - GOV.UK
Charity Trustee What's Involved
Home — Charity Governance Code

How to Apply

To apply, please send a CV and supporting statement detailing why being a Trustee of Love Rowing appeals to you and what skills you can bring to the board. Please email leanne.masterton@loverowing.org. **If you are unable to apply by email, please contact Leanne on 07733267250 (Text, WA or voice).**

Timetable:
Sunday 15th November 2026: Applications Close at midnight
Weeks beginning 16th & 23rd November 2026: 1st Round Interviews & Fireside chats
Weeks beginning 23rd & 30th November: Final panel interview

1st Board meeting 8th December 2026

Our commitment: We are an equal opportunities employer and actively encourage applications from individuals of all backgrounds, including ethnically diverse communities, disabled people, LGBTQ+, or from other underrepresented communities.
We are committed to building a team that reflects the diversity of the communities we serve and to creating an inclusive environment where everyone can thrive. If you require any adjustments during the recruitment process, please let us know - we're happy to support you.

Personal data statement: Personal data In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and/or biometric data) in your CV and application documentation.
Following this notice, any inclusion of your Sensitive Personal Data in your CV/ application documentation will be understood by us as your express consent to process this information going forward.