**Marketing and Communications Director – additional information**

In addition to the general board membership responsibilities and attributes listed below, the Squash Wales Marketing and Communications Director will also have the following key responsibilities:

* Work with staff and other board member to develop, plan and monitor the implementation marketing strategies, communications, and public relations activities, both external and internal.
* Ensure articulation of Squash Wales desired image and position, assure consistent communication of image and position across all formats and outlets
* Work with board colleagues to meet the needs of partners or sponsors

In order to carry out this role, it is likely the Marketing and Communications Director will have some or all of the following skills and experiences

* An operational background in communications and marketing with experience at both operational and strategic levels.
* Demonstrable examples of the design and execution of marketing, communications and public relations activities.
* Strong creative, strategic, analytical, organisational and personal sales skills
* the knowledge and skills to advise the Board on internal communications.

**General Squash Wales Board Members Responsibilities and Attributes**

Responsibilities:

* Setting the organisation’s mission, vision, values and strategy
* Monitoring and evaluating the implementation of policies, strategy and agreed objectives
* Ensuring that internal controls are effective
* Creating and maintaining positive and productive relationships with all internal and external stakeholders
* Provide direction and support for staff members and volunteers, helping them achieve the aims of the organisation.
* Providing mentoring and support to relevant staff members

Attributes:

* Demonstrates robust, collaborative leadership with an ability to unite teams around shared objectives
* Demonstrating selflessness and accountability in working with colleagues and towards the Squash Wales mission and vision.
* Thorough understanding of and ability to implement good governance to achieve optimum performance
* Showing integrity, honesty and objectivity in their contributions to the board.
* Personal organisation and effective planning
* Ability to develop and maintain effective professional relationships with a variety of stakeholders