



Green Willow Funerals

Family-Centred Funerals and Personalised Funeral Plans



Exciting Opportunity for A Board Member Role (Communication and Marketing)

Green Willow Funerals is delighted to offer the following opportunity to help lead its social enterprise, which invests in the communities it serves; donating profits to sustain Cardiff YMCA (1910) Trust Ltd.'s community work and grassroots projects across South Wales (see www.1910trust.co.uk for examples).

Knowledge of the Funeral industry is not essential, but we are actively seeking an individual with the necessary skills and experience relevant to leading a Company that serves thousands of individuals and families at a time of great need. If you have a passion for a business that is serious about its social impact please apply with CV and covering letter to: yhall@trymakingsense.com with the heading 'Application GWF Board Member'

We hope the following information provides a helpful insight to the role. For an informal conversation, please contact Gary Foreman (CEO) on 07875 965800.

Vacancy – Board Member

Organisation	Green Willow Funerals
Job Title	Board Member (Communication and Marketing)
Location	Wales - Board meetings held in Cardiff or via zoom (6 per year)
Closing date	26 November 2021
Contract type	Volunteer (Part time)
Remuneration	Voluntary Position (Expenses Paid)
Time Commitment	Approximately 10-15 days per year
Term of office	3 years (max 2 terms)

About GWF

Green Willow Funerals Ltd is wholly owned by a Charitable Incorporated Company, the Cardiff YMCA (1910) Trust, often referred to simply as 'the 1910'. They own Green Willow Funerals Ltd, which was set up to generate income to sustain the Trust's mission.

The Trust awards small grants to community-based projects across South Wales. To date, the Trust's main focus is to sustain the work of the Cardiff YMCA. The work of the Cardiff YMCA includes supporting more than 250 young carers (aged 7-16) and their families in South East Wales and providing sexual health outreach programmes to young people throughout the city. Amongst the youth clubs and other opportunities, they deliver across the city, they run YMCA Plas, (formerly Plasnewydd Community Centre), where they provide childcare, youth clubs, community rooms and health and wellbeing opportunities 7 days a week.

Many associated with Green Willow Funerals are motivated by this aspect of the company's purpose and find it adds value to their belonging to the company as it delivers not only high-quality service to the bereaved but also supports people and communities through the work of 'the 1910'.

Transferring its profit to the 1910 is not the only way in which Green Willow Funerals is a values-based company. The company is proud of its identity as a Social Enterprise and, in 2019, was listed amongst the NatWest Social Enterprise 100 Index. Social Enterprises are businesses concerned with more than just making money. The phrase "triple bottom line" is often associated with such companies, who value, promote and measure social and environmental factors in addition to the traditional financial bottom line which evaluates success in terms of financial surplus or loss. Green Willow Funerals works with other like-minded businesses, seeking to share good practice and promote ethical trading.

GWF is a wholly owned subsidiary of Cardiff YMCA (1910) Trust. It is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, religion or belief.

Position summary

Responsible to the Chairperson and the Board the successful candidate will use their experience and specialist knowledge, to develop GWF's communication and marketing strategy as it seeks to broaden its market share and increase its contribution to the charitable work which the Cardiff YMCA (1910) Trust supports.

As a Non-Executive Director, the successful candidate will contribute to the ongoing development of GWF's strategy, help oversee the successful delivery of its strategy and promote the highest standards of governance across the organisation.

Key responsibilities

<u>Financial</u>	<ul style="list-style-type: none">• Working with the Chief Executive and GWF Board, use executive experience to: Advise and assist GWF in the development of a medium-term marketing strategy.• Help develop a communications and marketing strategy.• Assist the CEO and Senior Management Team with communication and marketing planning, training and advice.
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	<ul style="list-style-type: none"> • Provide training to GWF staff to improve their communication and marketing knowledge.
<u>Leadership and strategic development</u>	<ul style="list-style-type: none"> • Participate in the development of GWF's purpose, culture and values and the establishment of its strategic objectives. • Oversight of the performance of GWF against its strategic objectives. • Contribute to a constructive relationship between Board, the executive team and Cardiff YMCA (1910) Trust. • Contribute to an environment which encourages open discussion and constructive challenge.
<u>Governance and financial stewardship</u>	<ul style="list-style-type: none"> • Ensure best practice standards of corporate governance consistent with the Board's fiduciary and statutory responsibilities. • Ensure that GWF maintains a sound system of internal controls and risk management. • Contribute to an annual evaluation of the performance of the Board. • Ensure that the GWF maintains an appropriate marketing position and monitor performance against it.

Ideal person specification

Experience	<u>Essential</u>	<u>Desirable</u>
Experience of setting and tracking medium – long-term communications and marketing strategy.	X	
Experience of developing commercial strategy.	X	
A strong track record of achievement in their executive career.	X	
Experience of working in an environment involving strategy development and implementation.	X	

Knowledge and understanding of the principles of good corporate governance and charitable governance.		X
An understanding of the legal duties and responsibilities of being a company director.		X
An understanding of the funeral business.		X

Personal characteristics and abilities

- An ability to question intelligently, challenge rigorously and debate constructively.
- An ability to make decisions in a considered and dispassionate manner.
- Strong interpersonal skills.
- High ethical standards of integrity and probity and a commitment to GWF and Cardiff YMCA (1910) Trust.
- Able to gain the trust and respect of other Board members, GWF and Cardiff YMCA (1910) Trust
- A commitment to stay well informed about GWF, Cardiff YMCA (1910) Trust and the environments in which they operate.

Closing date 26 November 2021.

Candidates should return a covering letter and CV by email to vhall@trymakingsense.com with the Heading 'Application GWF Board Member'.