



THE SUB ROOMS

Stroud Subscription Rooms Marketing Trustee (volunteer)

Job description

About the organisation

The Stroud Subscription Rooms Trust was recently set up in readiness for when they will take over the operation of the Stroud Subscription Rooms (The Sub Rooms). The Sub Rooms are the leading entertainment venue in Stroud, Gloucestershire and host performances, concerts, exhibitions and classes. This is an exciting time for the venue in the lead up to the property being transferred to Stroud Town Council from Stroud District Council on 28 March 2019.

Benefits of becoming a trustee

This is a rewarding role for a highly motivated individual. You would be involved in setting the future direction of the Sub Rooms and would have the satisfaction of knowing you were playing a significant part in enhancing the offering for local people as well as attracting further visitors to the area.

This is a leadership role as trustees oversee how the business is run and are responsible for the general control and management of the administration of the trust. Being a trustee is an opportunity for anyone with an interest in performing arts to broaden their skill sets, regardless of age. The payback can be immense in terms of skills development, networking, and a huge sense of satisfaction and achievement from knowing you are contributing to the running of a significant Stroud arts and music venue.

Please note, there will be further opportunities to volunteer in the future for those that do not have the time or desire to commit at trustee level. To register your interest on the Sub Rooms volunteering program, please email admin@thesubrooms.co.uk

Role description

The Trust will make decisions about the running of the business and the direction the Sub Rooms takes as a cultural hub for the people who live in, work in and visit Stroud Town.

The Trustees wish to invite applications for additional Trustees to join their team and are especially looking for people with real passion in this sector to help to ensure the Sub rooms vibrancy and success in the future. The trustees are currently looking for candidates with skills and experience in one or more of the following areas: Finance, HR, Marketing and Communications.

Responsibilities and Profile of the Marketing and PR Trustee

- To provide a marketing and PR oversight into the strategic development of a growing organisation
- Advise on the development and steer the implementation of the marketing strategy, incorporating audience development initiatives
- Champion the Subscription Rooms brand and ensure that it is represented at all levels of the organisation
- Oversee the continued development of a digital marketing and communications strategy for the organisation
- To steer the development of key market sectors including Groups, Family and Education.
- Assist in the development of the on going marketing and PR for both Subscription Rooms productions and co- productions with partner companies.
- Guide the process of evaluating the performance of the marketing team with key performance indicators in the Sub Rooms and relevant funding plans.
- Oversee marketing and PR spend for the Subscription Rooms with relevant teams and within the context of the marketing and Press budgets.

Our Marketing and PR Trustee Guru will be brimming with ideas to help engage diverse communities and bolster the arts repertoire to ensure the vibrancy and success in the future of the organisation. With a strong interest or background in all round media and marketing campaigns including social media and digital marketing you will show a commitment to the cause, strong strategic and direction skills, good governance and be outspoken.

Application Process

Please submit a letter (up to two sides of A4) expressing your interest in the role of Trustee and a CV demonstrating relevant skills and experience via email to admin@thesubrooms.co.uk or post to Stroud Subscription Rooms Trust, 58 London Road, Stroud, Gloucestershire GL5 2AD. Short listed candidates will be invited to attend an interview at a date to be agreed.

For more information about becoming a trustee and the responsibilities of the role please read [The Sub Rooms Trust](#) Trustee Information Pack.

[Job Pack](#)

Marketing and PR Trustee

Home-based

Voluntary

Posted on: 15 February 2019

The client requests no contact from agencies or media sales.