Marketing – Voluntary Role
KindleWoods CIC Board of Directors

KindleWoods is about community, wellbeing and nature. We aim to get under the root causes of our major social and environmental challenges of the 21st Century, by bringing people and nature together. The core thread running through the project is to connect people with sustainable woodland management. We currently run our projects from three woodlands, each having a different landowner and accessibility requirements; Thirsk Community Woodland, Pikeshaw Woodland and Rawcliffe Country Park.

Our ethos;
**Community**We are passionate about community ownership, empowerment and equality and want to encourage participation and representation at all levels. We aim for the members of KindleWoods board to represent our community and spend time getting to know our staff and volunteers, and enjoy being out in the woods to be able to understand it’s direction.

**Wellbeing**We are about people finding out what works for them. Our projects are about evidenced based approaches, and use the 5 Ways to Wellbeing; Be active, Connect, Take Notice, Learn and Give.

**Nature**KindleWoods is about creative, practical ways of tackling the root causes of climate change, habitat destruction and species decline, creating an organisation which contributes to a low carbon sustainable economy where humans get stuck in and are part of the ecosystem, using our intelligence, creativity and intuition to work with nature, not against it.

**For general responsibilities of a CIC Director** see;<https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/605421/13-712-community-interest-companies-guidance-chapter-9-corporate-governance.pdf>

**Responsibilities of KindleWoods marketing director:**

Time commitments: We meet approx. once a month to once every 6 weeks for a 2.5 hour meeting.

Outside of board meetings the estimated time commitment is approximately 4 hours a week.

Overall

* Oversee the development of KindleWoods approach to communications as having integrity and is in line with KindleWoods values.
* Encourages creativity and authenticity in our approach

Specifically

* Oversee the development of KindleWoods social/environmental marketing policy
* Oversee the development of a marketing strategy for our woodland wellbeing programmes and volunteering activities.
* Attending occasional networking events

Person specification

* Passionate about the aims of KindleWoods
* Is able to challenge and analyse current marketing practice and is able to innovate to create an approach based on KindleWoods values.
* Creative and uses initiative
* Approachable and skilled at building teams

Please contact megan@kindlewoods.com or katie@kindlewoods.com for more information on the role. You can apply online at [www.kindlewoods.com/join-us](http://www.kindlewoods.com/join-us)