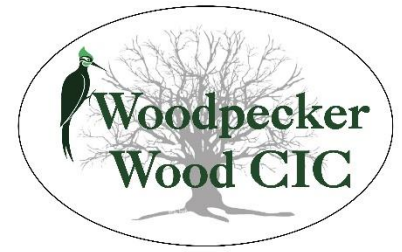


# CIC Advisory Board Member Role Description



## Company Overview

Woodpecker Wood CIC is a social enterprise dedicated to improving the life chances of children and young people through outdoor activities and experiences. The company aims to enhance skills, knowledge, self-confidence, and lifelong prospects for children, young people, and their families by providing formal and informal education in the great outdoors.

**Purpose of the Role:** The Advisory Board Member will provide strategic guidance and support to the directors of Woodpecker Wood CIC, ensuring the company fulfills its mission to benefit the community. The role involves advising on best practices, governance, and community engagement to enhance the company's impact.

## Key Responsibilities:

- Provide expert advice on the strategic direction of Woodpecker Wood CIC.
- Assist in the development and implementation of long-term goals and objectives.
- Advise on strategies to effectively engage with the community and stakeholders.
- Support initiatives that enhance the company's visibility and reputation within the community.
- To be the conduit between the company and local community to build relationships, partnerships and to enable community participation
- Review financial plans and budgets to ensure sustainability and effective use of resources.
- Provide insights on fundraising and revenue-generating activities.
- Offer guidance on the development and enhancement of programs and activities ensuring they align with the company's mission and community needs.
- Assist in identifying funding opportunities and writing bids to secure grants and financial support.
- Provide expertise in crafting compelling proposals that align with the company's mission and objectives.
- Advise and support on the planning and execution of events that promote the company's activities and engage the community.
- Build and maintain relationships with key stakeholders, including funders, partners, and community organizations.
- Represent the company at external meetings and events to promote its mission and activities.
- Advise on the development of monitoring and evaluation frameworks to assess the impact of the company's programs.
- Ensure that data collection and reporting processes are in place to measure outcomes and inform decision-making.
- Advise on marketing and communication strategies to enhance the company's profile and reach.
- Support the development of promotional materials and campaigns to attract participants and supporters.

## **Skills and experience**

### **Essential:**

- Proven track record in developing and implementing strategic plans within a social enterprise or non-profit organization.
- Understanding of advisory board practices, including familiarity with the Companies Act 2006 and community interest company regulations.
- Experience in engaging with community groups, stakeholders, and beneficiaries to drive social impact.
- Ability to review and interpret financial statements, budgets, and forecasts to ensure the company's financial health.
- Experience in designing, implementing, and evaluating programs that benefit children, young people, and families.
- Knowledge of risk assessment and management practices to safeguard the company's operations and assets.
- Excellent verbal and written communication skills to effectively convey ideas and advice.
- Strong interpersonal skills to build relationships with directors, staff, and community members.

### **Desirable:**

- Familiarity with the outdoor education sector and the challenges faced by children and young people in developing life skills.
- Experience in fundraising, grant writing, and developing revenue-generating activities for social enterprises.
- Understanding of legal issues related to community interest companies, including asset locks and not-for-profit regulations.
- Ability to leverage personal and professional networks to support the company's mission and activities.
- Creative thinking and problem-solving skills to develop innovative solutions for community engagement and program delivery.
- Demonstrated leadership experience in a board or advisory capacity, preferably within a social enterprise or non-profit organization.
- Relevant qualifications in business administration, social work, education, or a related field.

## **Benefits to you**

- Opportunity to contribute to a meaningful cause and make a positive impact on the community.
- Enhance personal and professional skills in governance, strategic planning, and community engagement.
- Collaborate with a dedicated team of professionals and expand your professional network.
- Gain recognition for your contributions to a respected community interest company.
- Access to ongoing learning opportunities and exposure to innovative practices in the social enterprise sector.
- Engage with the local community and support initiatives that improve the lives of children, young people, and families.
- Experience the satisfaction of helping to shape the future of a dynamic and impactful organization.

- Develop and demonstrate leadership skills in a board or advisory capacity.
- Work in a supportive and collaborative environment with like-minded individuals committed to social change.
- Have a direct influence on the strategic direction and success of Woodpecker Wood CIC.

## **Time commitment**

Advisory board member are asked to attend 6 meetings over an academic year. There is no term of office.

Preparation for meetings includes reading papers and preparing questions for advisory board meetings.

You will also be expected to undertake any training required to enable you to discharge your role effectively.