



BRAND & IDENTITY TRUSTEE

THE ROLE

We are seeking a creative, strategic and forward thinking Trustee to join the Trust and develop our public facing identity, including visual and narrative identities. To date the Trust has been a quiet catalyst behind the St Alban's museums, but as we amplify our work to more ambitious, public facing campaigns we are keen to review our own brand and perception. This is a new role for the Trust and will lead trailblazing work: the first ever brand identity audit for the Trust, and authoring the first brand strategy.

As a Trustee, you will play a crucial role during this exciting period of change for the Trust. Following the devastating impact of Covid-19 on the arts sector, local communities, and cultural heritage businesses, we are embarking on a journey to create a new brand identity, build new resources and ways of working, and develop a new strategy to empower the museums and galleries of St Albans to do more.

DELIVERABLES

We recruit active Trustees, that is Trustees who also hold deliverable roles as part of the Trust's functioning. In the role we would expect the Trustee to:

- Develop the Trust's public facing identity to increase our influence and recognition in key areas, such as corporate development, local communities and individual givers.
- Author a new brand strategy that will encompass the Trust's 5 year goals and an evergreen ambition to support the St Alban's Museums for the foreseeable.
- Deliver quarterly progress updates at the Trustee meetings
- Provide strategic leadership and insight to inform the decision making of the Trust
- Expected to attend a minimum of three of our Quarterly trustee meetings either online or in person, and two working group meetings per year



- We anticipate the workload to equate to about 2 days a month, primarily based in or around St Albans or North London

ABOUT YOU

The ideal candidate shall:

- Have relevant experience in a brand, communications or marketing role, ideally light touch across design, narrative, content etc. we do not expect the successful candidate to have all these skills and can have other experts on the Board who can support as needed.
- Have some experience in project management
- Be digitally literate and able to use appropriate office and conference software (eg Zoom, Google Docs)
- Have a passion for the arts and knowledge of St Albans Museums and Galleries and Heritage
- There is no expectation for you to have previous trustee positions, and we welcomed applicants at more junior points of their career - your energy, and ideas are more important!

ABOUT US

WHO WE ARE

We believe that the museums, galleries, historic buildings and archaeological sites of St Albans and the surrounding district are inspirational hubs for local residents and visitors. Through our collections, programmes and events we inspire, educate and attract visitors to the area.

Founded in 1995, the St Albans Museums and Galleries Trust is a registered charity and a key partner of the St Albans Museums Service.

Our work includes supporting the development and improvement of the community's wonderful museums and galleries. We do this through fundraising, allocation of grants,



strategic planning support and being a proud champion of the Museums and Galleries wonderful work.

WHAT WE DO

We were a key partner along with St Albans City and District Council and the University of Hertfordshire, in the development and creation of St Albans Museum & Gallery. In addition to being part of the Programme Board and being fully involved in decisions about the project, we led the fundraising team that raised over £1.6 million towards the £7.75 million capital project.

We have supported a broad range of innovative and key projects of local, national and international significance such as:

- Building a bespoke gallery for the Roman Hypocaust Mosaic in Verulamium - facilitating essential conservation works and an augmented visitor experience
- Improvements to the award winning museum of Roman life: Verulamium Museum

Smaller projects have included:

- Assisting with obtaining funding for exhibitions such as the UH Arts curated Barbara Hepworth exhibition and the St Albans Museums Service's Pickling Project
- Viewing platform outside the Hypocaust
- Signage for works of art around the City
- Children's mosaic craft table
- Costume History talks including Dickens, Royal Brides, Titanic
- Purchase of display cases
- Funding WWI live history



APPLYING FOR THE ROLE

To apply, please send:

- A CV or portfolio of work
- A covering letter of no more than 800 words or a video application of no more than 2 minutes detailing:
 - Why you are choosing to apply for the role
 - How your skills and experiences would help in this role
 - What you hope to learn or achieve in this role

Please send your application to chair@stalbansmgtrust.org.uk by 23:59 17 August, with online interviews taking place the following week.