Digital Communications & Social Media Trustee (Volunteer)

Established in 1997, Third Age Project (TAP) serves the needs of 1 in 4 of the local population who are over 60 years of age. Over the last two decades it has become an important and popular facility within the borough of Camden and widely recognised as a successful multicultural community resource centre.

Operating in areas with significant health inequality and income deprivation. TAP's mission is to turn on its head the prevalent view that the Third Age is a burden on society and promote the view old people are valuable and important assets to be placed at the very heart of a community. In doing so we transform older people's lives, nurture creative aspiration, co-produce low-cost services and build community, reversing the declining quality of life and well-being of the elderly.

Our purpose

Our charity's purposes as set out in the objects contained in the company's memorandum of association are:

- To benefit the public by providing and assisting in the provision of facilities for education, recreation and other leisure-time occupations in the interests of social welfare;
- To relieve older people in need aged 50 years and over in particular those living in the West Euston area.

The aims of our charity are to improve the quality of life and wellbeing of older people, particularly those in high need that experience barriers to accessing mainstream or other older people's services and facilities. These barriers include social and economic isolation, having English as a second language, cultural background, lack of formal education, a physical or mental disability and/or one or more long-term health conditions eg. heart disease. All our charitable activities focus on our target groups, namely isolated older people who live in and around our area of benefit, who are on low income and who experience significant barriers in accessing mainstream and other services and facilities.

Our work

We provide a wide range of social, cultural, educational, healthy living and basic life skill courses, as well as befriending and support services, with the aims of improving quality of life, general health and wellbeing, and to equip older people with the confidence and knowledge to exercise greater choice and influence over decisions that affect their lives. These services are undertaken to further our charitable purposes for the public benefit.

The Opportunity

We are seeking a Digital Communications & Social Media Trustee to join our Board. In this role, you will help us amplify our message, reach isolated community members, and engage partners and funders in an increasingly digital world.

The role of a Trustee is to uphold the Charity's mission and vision, ensuring the effective governance of the charity. The Trustees will work together with the General Manager to set the strategic direction and framework for the organisation. Since we are a small charity Trustees play an important role at TAP and may be required to support the General Manager more than in some larger organisations.

The **Digital Communications & Social Media Trustee** will offer high-level advice, fresh perspectives, and constructive challenge, guiding staff/volunteers without managing day-to-day channels. Strong governance sits at the core of the position.

Organisation: Third Age Project (TAP)

Location: Camden, London (Hybrid available)

Time Commitment: ~4-6 hours per month, plus attendance at Committee meetings and our Board meetings 6 times per year

What You'll Do

- **Shape Strategy:** Help develop a clear, practical, and sustainable digital communications strategy aligned with TAP's wider goals.
- **Champion Online Profile:** Advise on elevating our online visibility to highlight our impact to supporters, funders, and beneficiaries.
- **Audience Engagement:** Guide us on using digital channels, content, and simple analytics to connect with hard-to-reach communities.
- **Board Leadership:** Act as the Board-level expert on emerging digital trends, risks, accessibility, and reputation management.
- **Governance:** Fulfil standard trustee duties—sharing legal and fiduciary responsibility for TAP's overall governance and financial health.

What We Are Looking For

Experience & Background:

- Experience in digital communications, social media strategy, marketing, content creation, or PR.
- Professional communications experience, with prior charity/third-sector experience preferred.
- Ability to translate complex digital concepts into practical, actionable advice for a small charity.

Personal Qualities:

- A genuine passion for empowering older adults and reducing social isolation.
- Collaborative spirit with strong listening, diplomacy, and constructive challenge skills.
- Strategic mindset balanced with a realistic understanding of small-charity resources.

The above list is indicative only and not exhaustive. All Trustees are expected to perform all such additional governance duties as are reasonably commensurate with the role:

Strategic leadership – Board of Trustees:

- Provide leadership to the charity, ensuring that the Charity has maximum impact for its beneficiaries
- Fulfil their duties and responsibilities for the effective governance of the Charity, working in accordance with the Charity Commissions guidelines and best practice

- Operate within TAP's charitable objectives, and provides a clear strategic direction for the Charity
- Regularly review major risks and associated opportunities, and satisfy itself that systems are in place to take advantage of opportunities, and manage and mitigate the risks
- Ensure sound financial health of the charity, with systems in place to ensure financial accountability

Governance – the Board of Trustees:

- Ensures that the governance arrangements are working in the most effective way for the Charity
- Encourage positive change and where appropriate address and resolve any conflicts within the Board
- Ensure that the Board of Trustees is regularly refreshed and incorporates the right balance of skills, knowledge and experience needed to govern and lead the charity effectively, and which also reflects the wider population
- Work within any agreed policies adopted by the charity

Relationship with the management team – the Board of Trustees should:

- Establish and build a strong, effective and a constructive working relationship with the General Manager, ensuring she is held to account for achieving agreed strategic objectives
- Support the General Manager, whilst respecting the boundaries which exist between the two roles
- Liaise with the General Manager to maintain an overview of the Charity's affairs, providing support as necessary

Additional background about TAP

Where we operate

Over 50% of Camden's Lower Super Output Areas are in the worst 20% across the country for older people's income deprivation and 20% are in the worst 5%. Poor health, immobility and living in a deprived area are additional issues often faced by the socially isolated. Indeed, there is an 11 year difference in life expectancy between men living in the most deprived areas in Camden and those living in the most affluent areas – the 3rd highest disparity in London. Through consultation, participation and research we have learned that older people in Camden who are socially isolated are:

- often living alone (10,000 pensioner in Camden do so, including 6,400 on the first floor or above and around 800 on the 5th floor or higher);
- frequently single, divorced or never married, or have caring responsibilities;
- often on a low income;
- vulnerable to social isolation at transitions in their life such as bereavement and retirement;

Those from black and minority ethnic (BME) communities and/or who identify as LGBT are particularly vulnerable to being socially isolated. Camden's BME population (33.8%) is significantly higher than the English average (14.1%) and has poorer health outcomes than the wider community, and greater difficulty in accessing health, social care and other services. Given the high levels of mental health needs (3rd highest in London), over 3,000 older people are likely to be experiencing depression or anxiety.