NON-EXECUTIVE DIRECTOR

Marketing

BRAND, REACH & ENGAGEMENT

ROLE AT A GLANCE

- Voluntary, with agreed reasonable expenses.
- Approximately one active day per month outside board meetings.
- Quarterly online board meetings, preparation and agreed follow-up.
- Home-based and flexible, with occasional external activity by agreement.
- Candidates may offer more than one portfolio.

THE ROLE

- Help Mobilates become a recognised UK-wide home for accessible movement by turning our strategy into clear, inclusive marketing that reaches the people, partners and supporters who need to know about us.
- A full statutory director role with shared responsibility for governance and strategy.
- An active portfolio role with practical, agreed work between meetings.

ABOUT MOBILATES

Mobilates CIC is a not-for-profit social enterprise removing barriers to movement, connection and opportunity for disabled people and people living with long-term health conditions. We offer adaptable online and in-person movement, one-to-one support, recordings, social activities and routes into volunteering and learning.

Our five-year direction is to become the UK-wide home for accessible movement, with employed Mobilates teachers, a Mobilates Academy, a Lived Experience Network, digital learning and resources, research, NHS pathways and commissioning, and national influence.

WHY THIS ROLE MATTERS

- Mobilates has a strong offer and powerful impact stories, but limited capacity to turn these consistently into campaigns, reach and growth.
- Our next stage includes national delivery, the Mobilates Academy, digital resources and stronger health-sector relationships.
- We need practical support to sharpen our message, test what works and build sustainable visibility without losing our warmth or accessibility.

A PRACTICAL NON-EXECUTIVE ROLE

This is not an honorary name on a board list. You will agree a small number of priorities with the CEO and actively help move them forward, while maintaining clear governance boundaries and not taking over day-to-day staff management.

HOW THE ROLE SUPPORTS OUR FUTURE

BUILD THE BASE	GROW OPPORTUNITIES	SHARE & INFLUENCE
Governance, systems and sustainable income.	Academy, employment, partnerships and resources.	Research, NHS pathways and national practice.

Community and lived experience guide every stage. Each NED portfolio supports the same destination, with work paced around organisational capacity and the access needs of the people involved.

WHAT YOU'LL DO

01 MARKETING DIRECTION & PRIORITIES

- Help create and maintain a focused marketing plan linked to Mobilates' five-year direction and current capacity.
- Agree realistic monthly priorities with the CEO, distinguishing essential activity from good ideas that can wait.
- Identify the audiences, messages and channels most likely to grow membership, partnerships, learning and influence.
- Help the Board understand marketing opportunities, risks, resource needs and results.

02 CAMPAIGNS & CONTENT

- Work hands-on with the team on selected priority campaigns, from shaping the brief to reviewing or drafting key content.
- Strengthen campaign messages, calls to action, case studies, email journeys, social content and partner toolkits.
- Help create a practical content rhythm that can be sustained by a small team and volunteers.
- Make sure member stories are shared with consent, care and respect.

03 BRAND, WEBSITE & MEMBER JOURNEY

- Protect and develop a warm, credible and consistent Mobilates brand across channels.
- Review key website and enquiry journeys, including free trials, consultations, joining and progression into community activities.
- Help improve conversion and retention by identifying where people become unsure, overwhelmed or disengaged.
- Champion accessible language, design, formats and user testing.

04 INSIGHT & PERFORMANCE

- Agree a small set of useful measures covering reach, engagement, conversion, retention and campaign performance.
- Review what is working, identify gaps and help the team turn insight into practical improvements.
- Support appropriate audience research and testing, including learning from members and people who have not yet joined.
- Encourage responsible use of data, segmentation and marketing systems.

05 PROFILE, PR & PARTNERS

- Help identify stories and opportunities that can raise Mobilates' profile nationally.
- Support selected media, award, speaking or thought-leadership opportunities where they advance the strategy.
- Create useful introductions to aligned marketing, media and campaign partners where appropriate.
- Help partners share Mobilates accurately and accessibly through clear materials and messages.

WHAT HANDS-ON COULD LOOK LIKE

- Co-create a short marketing plan and campaign calendar.
- Review or help draft priority campaign copy, web pages or partner materials.
- Join an occasional campaign or planning call and help remove a specific blockage.
- Review simple performance data and recommend the next practical test.

The exact focus will be agreed around live priorities, your strengths and the time available. You will not be expected to do everything listed at once, become the sole owner of the portfolio or provide unlimited unpaid consultancy.

WORKING ACROSS THE ROLE

- Build a trusting working relationship with the CEO, fellow directors and relevant team members.
- Use your professional experience generously while listening to the expertise of members and people with lived experience.
- Communicate accessibly, keep commitments realistic and raise capacity concerns early.
- Represent Mobilates thoughtfully in agreed external conversations and protect confidential information.

YOUR RESPONSIBILITIES AS A DIRECTOR

Non-Executive Directors are full legal directors of Mobilates CIC. The word 'non-executive' describes the independent nature of the role, but it does not reduce the duties or responsibilities that come with being a company director.

- Act in Mobilates CIC's best interests and support its community purpose and asset lock.
- Contribute to strategy, financial sustainability, risk management and accountability.
- Exercise independent judgement, and offer constructive support and challenge to the Founder and CEO and fellow directors.
- Prepare for and attend meetings, read papers and follow through on agreed actions.
- Declare conflicts of interest, maintain confidentiality and use reasonable care, skill and diligence.
- Keep accessibility, lived experience, safety and the interests of the wider Mobilates community in view.

ONE BOARD, FLEXIBLE PORTFOLIOS

We welcome candidates who can cover more than one portfolio but this is not essential. We will shape the final appointments around the strongest mix of skills, experience, lived insight and available time, while keeping individual expectations clear and manageable.

WHAT WE ARE LOOKING FOR

ESSENTIAL

- Substantial experience in marketing, communications, brand, digital engagement or audience growth.
- Evidence of turning strategy into practical campaigns and measurable activity.
- Strong editorial judgement and the ability to make complex ideas clear, human and compelling.
- A practical understanding of accessible and inclusive communication.
- The confidence to prioritise, challenge constructively and work within the capacity of a small organisation.
- Willingness and capacity to fulfil the legal duties of a company director.

HELPFUL, NOT ESSENTIAL

- Marketing in health, disability, physical activity, education, charities or social enterprise.
- Digital journeys, CRM, email marketing, SEO, PR, partnerships or community-led campaigns.
- Experience growing a national profile from a strong community base.
- Relevant lived experience or insight into barriers faced by disabled people and people with long-term health conditions.
- Previous board or trustee experience, although this is not essential.

WHAT SUCCESS COULD LOOK LIKE

- Mobilates has a focused and achievable marketing plan, with clear audiences and priorities.
- Priority campaigns are delivered more consistently and the team can see what is working.
- More of the right people find, understand and trust Mobilates, and enquiry journeys are clearer.
- The brand grows nationally while remaining accessible, warm and recognisably Mobilates.

TIME, MEETINGS & WAYS OF WORKING

- Portfolio contribution: approximately one active day per month outside board meetings, used flexibly for agreed practical work, calls or external activity.
- Board contribution: preparation for and attendance at quarterly online meetings, plus agreed follow-up and occasional induction or planning activity.
- 2027 meetings: 22 January, 1.00-2.30pm (joint induction), then Director meetings on 23 April, 23 July and 22 October, planned for 1.00pm unless otherwise agreed.
- Expenses: the role is voluntary. Reasonable expenses agreed in advance will be reimbursed in line with Mobilates' arrangements.
- Flexibility: we recognise fluctuating health, caring responsibilities and different working patterns. Priorities and timing will be agreed openly.

RECRUITMENT TIMETABLE

DATE	WHAT HAPPENS
19 October 2026	Recruitment opens
13 November 2026	Applications close
16-20 November 2026	Applications reviewed and shortlisted
27 November 2026	NED panel interviews
Before appointment	References, final decisions and outcomes
22 January 2027, 1.00-2.30pm	First joint meeting and induction

ACCESSIBLE RECRUITMENT

Applications can be made in writing, video, audio or another agreed accessible format. We welcome conversations about reasonable adjustments, advance information, breaks, adjusted pace or other support that would help you take part.

We particularly welcome applicants with relevant lived experience, including people who are disabled, chronically ill or neurodivergent. You will never be required to disclose a diagnosis or personal medical information.

WHAT WE HOPE YOU WILL BRING

Professional expertise, practical energy, sound judgement and a genuine commitment to helping people with long-term health conditions and disabilities move, connect, learn and lead.