JOIN OUR TEAM

MARKETING TRUSTEE

Use your marketing expertise to
help change young lives.

SPORT 4 LIFE UK
CHANGING LIVES THROUGH
THE POWER OF SPORT

Registered Charity 1115222 | Registered Company 5664605

HELP MORE YOUNG PEOPLE FIND THEIR WAY FORWARD

At Sport 4 Life UK, we help young people develop the skills, confidence and opportunities they need to find work and shape successful futures.

A first interview. A qualification achieved. The confidence to try again. These moments can change the direction of a young person's life.

We're looking for a Marketing Trustee to help more people understand our work, believe in its impact and play a part in making it possible.

You'll bring your expertise to our Board, helping shape how we build our profile, communicate our purpose and connect with the people and organisations who can open doors for young people.

Alongside your marketing contribution, you'll share responsibility with fellow trustees for the charity's overall direction, governance and long-term sustainability.

View current Trustees here

WHY JOIN US?

By becoming a trustee, you will:

- Use your expertise to help create lasting opportunities for young people
- Shape the next chapter of an ambitious charity celebrating over 20 years of changing lives
- Develop your board experience and contribute to decisions that matter
- Join people who share a commitment to a fairer future

OUR VISION

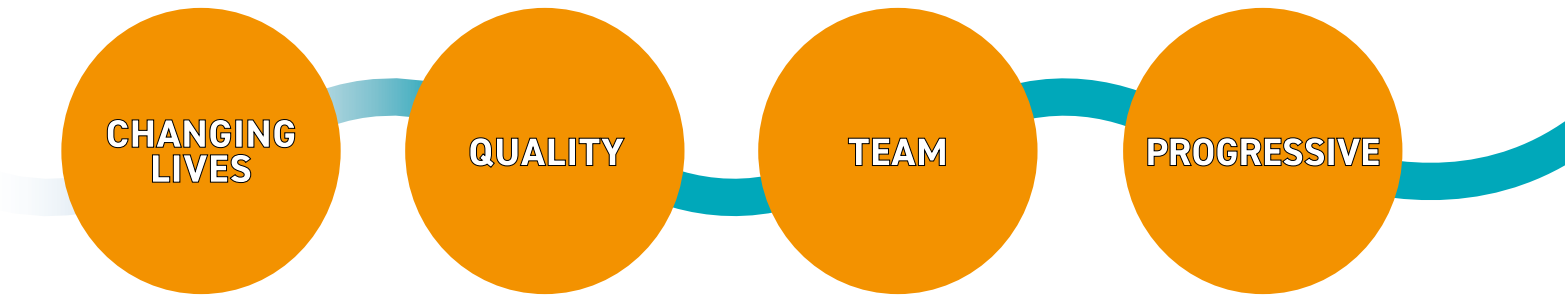
Our vision is to create a level playing field where every young person has the opportunity to create a better future for themselves.

OUR MISSION

We empower young people to reach their potential by providing the skills, qualifications and support needed to find work and shape successful futures.

Our programmes combine high-quality mentoring, employability support and sport to help young people build confidence, develop skills and move towards education, employment and training.

OUR VALUES



POTENTIAL SHOULD NOT BE LIMITED BY CIRCUMSTANCE

For some young people, the path into work comes with encouragement, connections and someone to help them take the next step. For others, those opportunities can feel out of reach.

Barriers in education, financial pressures, poor mental health and limited access to networks can make it harder to build confidence and see a way forward.

Sport 4 Life UK supports young people aged 11-29 across the West Midlands through mentoring, employability support, qualifications and sport. We help them recognise their strengths, overcome barriers and take practical steps towards a better future.

Marketing helps make that possible: connecting young people with support, helping employers recognise their potential and inspiring others to invest in their futures.

4,144
young people supported

282
young people progressed into employment, education or training, from our cohorts not in education, employment or training

360
young people achieved an accredited qualification

Figures from our 2025/26 Impact Report

WELCOME FROM THE CHAIR

Thank you for expressing an interest in becoming a Marketing Trustee on our Board. There has never been a more challenging time for young people growing up in the UK.

Every young person deserves the chance to build a future they can feel hopeful about. At Sport 4 Life UK, we see what becomes possible when someone has the right support, encouragement and opportunities.

As we celebrate 20 years of changing lives, we're looking ahead to the next chapter of our work. We want more young people to access our support, more employers to recognise their potential and more partners to help create opportunities.

Clear, compelling marketing has an important part to play. We're looking for someone who can help us communicate our purpose and impact, strengthen our profile and build lasting connections with the people who can support our mission.

You'll bring fresh thinking, sound judgement and constructive challenge to a committed Board. Your contribution will help shape the charity's wider direction as well as its marketing approach.

You don't need previous trustee experience. We welcome different perspectives, including those informed by lived experience, and will support you as you develop in the role.

Thank you for considering how your experience could help more young people find work and shape successful futures.

M. Gahir

Mike Gahir
Chair of Trustees



YOUR ROLE AS A TRUSTEE

Working collectively with the Board, you will:

- Champion Sport 4 Life UK's vision, mission and values
- Help shape our strategy and monitor progress towards our objectives
- Oversee our resources, financial sustainability and organisational performance
- Support and constructively challenge the CEO and leadership team
- Help ensure effective governance, safeguarding and risk oversight
- Act in the charity's best interests and champion the young people we support
- Be an ambassador for Sport 4 Life UK



YOUR CONTRIBUTION AS MARKETING TRUSTEE

You will bring strategic insight and constructive challenge to help us:

- **Strengthen our brand positioning and communicate clearly what makes our work distinctive**
- **Connect marketing priorities with opportunities for young people, partnership development and sustainable income**
- **Tell compelling, accurate stories about our impact, with young people's voices, dignity and consent at their heart**
- **Reach and engage young people, employers, schools, funders and supporters**
- **Assess marketing effectiveness using meaningful evidence, including enquiries, referrals, donations and partner engagement**
- **Consider emerging digital opportunities and reputational risks**

This is a strategic governance role. Day-to-day marketing delivery sits with our staff and agency partners.

WHAT WE'RE LOOKING FOR

Bring your experience. Help shape what comes next.

We're looking for someone with substantial marketing or communications experience who can think strategically, ask thoughtful questions and help us make informed decisions.

You may have developed your experience in a business, agency, charity, public service or through running your own organisation.

- **Experience of shaping marketing or communications strategy and assessing its effectiveness.**
- **An understanding of audience needs, brand positioning and clear, compelling communication.**
- **The ability to connect marketing activity with organisational goals and make sound judgements about priorities and resources.**
- **A collaborative approach, independent judgement and the confidence to offer constructive challenge.**
- **A commitment to our mission, values and creating opportunities for young people.**

We would particularly welcome experience in one or more of the following: brand strategy, digital marketing, public relations, impact storytelling, supporter engagement or campaigns that generate enquiries, partnerships or income. You do not need expertise in every area.

Previous trustee or charity-sector experience is not essential. We welcome applications from people with different backgrounds and perspectives, including those with lived experience of the barriers young people face.

Time commitment & support

- **Trustees typically attend four board meetings per year, plus an annual strategy day**
- **Additional involvement may include supporting key initiatives, attending events, or offering expertise in specific areas**
- **A full induction and ongoing support will be provided to help you succeed in the role**

Remuneration: Trustees are not remunerated, but reasonable expenses are paid.

TIMELINE

Applications open	9th November 2026
Deadline to apply	27th November 2026
Interviews scheduled	30th November - 11th December 2026
Induction period	January 2027
First Board meeting	Early February 2027



4,144

young people supported in 2025/26

HOW TO APPLY

If you believe in young people's potential and want to use your marketing experience to help create lasting opportunities, we'd love to hear from you.

To express your interest or to find out more, please contact Tom Clarke-Forrest or apply online

APPLY TODAY

