



## **New Trustee for the Himalayan Trust UK**

### **Digital Marketing Trustee**

The Himalayan Trust UK (“HTUK”) has been working since 1989 to help the mountain people of Nepal. We strive to improve health and education in the mountainous regions of Northeastern Nepal, particularly in the foothills of Kanchenjunga.

We still hold to the guiding principles laid down by Sir Edmund Hillary when he founded the first Himalayan Trust in 1960:

- To focus on basic infrastructure – education, health, environment
- To do only that which is requested by the mountain people
- To involve the mountain people themselves in the work – “self-help”
- To minimise all unnecessary cost and to facilitate direct transfer of funds
- To look for long term sustainability and independence for the mountain people

Visit our website to read more about our impact and current work: [www.himalayantrust.co.uk](http://www.himalayantrust.co.uk)

### **What are we looking for?**

The HTUK currently has a supporter/donor base of >2,000 people. We wish to better engage, interact and attract new supporters to drive increased levels of individual giving donations (e.g. from regular direct debits, one-off fundraising events such as marathons) and legacy donations. To do this, we would like to develop more structure and consistency around our external communications and brand awareness to highlight and communicate our education and health work and impact.

Each June, we organise the annual Sir Edmund Hillary Memorial Lecture that attracts an audience of c.600-700 people. This forms the main connection with supporters and is an opportunity to meet supporters/donors, as well as raising our overall brand awareness.

In 2023, we successfully organised a series of high-profile events across London, New Delhi and Kathmandu to celebrate the 70<sup>th</sup> anniversary of the first ascent of Mount Everest. This strengthened the HTUK brand, attracted new supporters and a charity dinner allowed us to strengthen our financial position and lay the foundations for future fundraising. In 2025, we will celebrate the 70<sup>th</sup> anniversary of the first ascent of Kanchenjunga, which will provide us with a further opportunity to celebrate that achievement, raise brand awareness, attract new supporters and raise money. We want to be able to convert new supporters from these events into future donors by improving our digital marketing activities.

A key part of this new role will also be to manage our CRM system which provides us with a holistic tool to manage and engage with our growing supporter/donor base.

We now seek a new Trustee with experience in digital marketing and individual giving to coordinate these activities.

### **The nature of the role**

HTUK is a small and highly focused charity which prides itself on keeping administrative costs below 4% of income. For this reason, all Trustees are volunteers and we do not employ anyone in an executive role. It is expected that each Trustee will be involved in the general work of the Trust and to have a specialist role/portfolio in line with their own experience and skills.

## **SUPPORTING THE MOUNTAIN PEOPLE OF NEPAL**

**President:** Sir Christian Bonington CBE | **Chairman:** Graham Wrigley | **Deputy Chairman:** John Walton | **Honorary 1953 Patron:** Mary Lowe

**E:** [enquiries@himalayantrust.co.uk](mailto:enquiries@himalayantrust.co.uk) | **www.himalayantrust.co.uk**

Himalayan Trust UK CIO registered charity number: 1205379

## Digital marketing specification

The successful candidate will, working alongside our existing Marketing Trustee, manage a regular cadence of digital marketing activities for HTUK which will directly support our individual giving and legacy fundraising efforts. This will require working closely with our education and health programme teams to identify and curate content to be communicated externally, as well as working closely with our fundraising team who are ultimately responsible for our fundraising strategy and execution.

The Trustee will be expected to:

- Develop and manage HTUK's **social media platforms** (Facebook, X/Twitter, Instagram, LinkedIn)
- Establish a presence on **emerging/new platforms** (e.g. TikTok) where relevant
- Create and distribute quarterly **email newsletters** to our email database
- Manage our **CRM system/database**, alongside existing 3<sup>rd</sup> party platforms (e.g. JustGiving)
- Support the marketing and **promotion** of **HTUK events** (e.g. our annual lecture)
- Attend two in-person Trustee meetings each year (usually in London)

## The ideal candidate will have

- An interest in the country and people of Nepal and highly motivated to support them
- Significant experience and proven success in digital marketing (and ideally charitable individual giving)
- Experience in attracting new supporters and followers
- Innovative, tech-savvy and entrepreneurial mindset
- Prepared to roll up their sleeves and commit their time on a consistent basis
- Enjoys working with others in a team

## Rewards of the role

The HTUK Trustees are a committed group of people who enjoy each other's company, support each other's initiatives and share a strong motivation to meet the aims of the Trust. There are some dedicated funds to contribute to the expenses of Trustees who wish to visit Nepal to support HTUK's work in the Kanchenjunga area. Seven Trustees have made such visits in recent years and have not only enjoyed the experience immensely – but also returned better able to understand and support the work of the Trust.

## How to apply

You should send a CV and letter of application to [enquiries@himalayantrust.co.uk](mailto:enquiries@himalayantrust.co.uk) outlining your suitability for the role and relevant experience. **Deadline is 31 March 2025.**

