

Trustee (Marketing & Business Development) Role Description

- **Type:** Volunteer Board Member
- **Reports to:** Chair of Trustees
- **Salary:** Unpaid
- **Hours:** Attendance at quarterly Board meetings, plus approximately 3–5 hours per month for project support and ambassadorial duties.
- **Location:** Remote/Hybrid (Must be able to travel for meetings and events within Hammersmith & Fulham, Kensington & Chelsea, and Westminster).

About Help

[Help Counselling](#) is well-established Mental Health Charity. We believe everyone deserves access to quality mental health support, and have been providing affordable, short- and long-term talking therapies for over 60 years.

Whether clients are seeking relief from anxiety, stress, depression or other challenges, we are here to help. We offer counselling services to those over 18, both face-to-face in West London and online across the UK.

We also provide training placements for clinical supervisors, counsellors and psychotherapists who need to gain clinical experience to qualify (or further qualify) and be registered with one of the industry professional bodies such as, BACP or UKCP.

The work undertaken by trainee counsellors and psychotherapists is unpaid - they volunteer their time. This volunteer-driven model enables Help Counselling to fulfil its mission of offering affordable counselling services to those in need.

We also cater for clients who prefer to engage with a qualified counsellor through our Help Counselling Plus service for quality therapy at a fraction of the cost of private practice fees.

Our mission is to ensure that affordable counselling services are available to all, and particularly to those who may otherwise experience barriers through cost or language challenges, or because of cultural sensitivities.

We are proud of our diverse team of trainee and qualified counsellors who between them speak 17 languages. We work hard to ensure our clients are matched to the best available counsellor for their clinical needs and non-clinical preferences. We invite you to join us in delivering that mission.

About the role

As a Trustee with marketing expertise, you will join a motivated team of five trustees (including the Chair and Treasurer) and an external commercial banking adviser. Following our shift to remote working and a room rental model post-pandemic, we face the challenge of maintaining a strong community profile without a single fixed physical base.

You will play a key role in supporting our three-year business plan, helping us determine the best ways to boost our profile and reach those in need. Working closely with the Board and the CEO, you will suggest effective marketing and business development approaches and act as a high-level ambassador for the charity in the boroughs we serve.

Key Responsibilities

- Advise the Board and CEO on the most effective marketing and business development approaches to reach new clients and partners.
- Help navigate the challenges of marketing a charity that operates across multiple locations without a central physical presence.
- Contribute to the development of a three-year strategy to increase client numbers and sustain financial stability.
- Act as an ambassador for Help in the community, attending relevant business and community events to raise awareness.
- Forge connections and collaboration opportunities with organisations aligned with Help's mission.
- Utilise your professional network to open doors for funding or strategic partnerships.
- Participate in quarterly Board meetings to approve strategy and ensure the charity's financial and operational health.
- Provide practical expertise to the CEO to help the charity evolve its marketing channels despite limited resources.

Candidate profile

- Significant experience in marketing and business development, particularly in relation to small businesses or charities.
- Based in London or surrounding areas, with the ability to travel to our target boroughs: Hammersmith & Fulham, Kensington & Chelsea, and Westminster.
- The ability to work effectively in a team and communicate complex ideas to varied stakeholders.
- A proactive approach to taking the lead on projects related to your area of expertise.
- A strong commitment to Help's mission and the importance of accessible mental health support.

What you will gain

You will have an opportunity to:

- The opportunity to make a strategic difference in a long-standing charity.
- Gain experience in high-level governance and strategic planning within the third sector.

How to apply

To apply for this rewarding opportunity, please submit:

- A brief CV or summary of relevant experience
- A covering letter (no more than one page) explaining why joining the Board at Help matters to you and highlighting your most relevant experience.

Email: recruitment@helpcounsellingcentre.com

Closing Date: 12 April 2026

Interview Process: Starting from April 15 (3 stages: Chair, Trustees, CEO).

Questions: If you have any questions or would like an informal discussion with our Board Chair before applying, please contact us via recruitment@helpcounsellingcentre.com

Appointment Date: Effective May 2026 (following Board approval on April 30).

Equal Opportunities: We are committed to equality, diversity, and inclusion. We welcome applications from all sections of the community and particularly encourage those with lived experience of mental health challenges to apply.

March 2026