

East London Children's Hospice



Marketing & Communications Trustee

Voluntary | 8 hours per month | London (hybrid)

About Us

East London Children's Hospice is a newly established organisation with an ambitious mission: to redefine how children's hospice care is delivered.

In January 2026, Kareema Motala, a mother of a child with a life limiting condition and Paul Richards, a bereaved parent and former CEO and former Deputy Chairman of two children's hospices founded East London Children's Hospice, with a new community-focussed model that offers a more sustainable alternative to the traditional bricks and mortar provider.

Operating as a shop window and front door for healthcare, social care and support, we partner with regulated, qualified and experienced health and social care providers as part of our broad range of child and family centric services.

Rather than relying on a traditional bricks-and-mortar hospice, we are developing a lower-cost, higher-impact model, partnering with CQC-registered complex care providers to deliver clinical services in community settings - building a sustainable, community-led model of care.

We are currently transitioning from a CIC to a CIO, with plans to establish our founding trustee board within the next two months.

Our Ambition

- Deliver high-quality, accessible care for children with life-limiting conditions
- Build a financially sustainable and scalable model
- Raise £250,000 in Year 1, with significant growth thereafter
- Create a bold, modern organisation that challenges traditional hospice models

We are supported by a network of experienced advisors and sector leaders, including Peter Ellis and Paul Weiss, alongside wider philanthropic support.

The Opportunity

We are establishing a new children's hospice to serve the diverse communities of East London. We are seeking passionate and skilled founding Trustees to help shape the vision, governance, and long-term sustainability of this vital service for children with life-limiting conditions and their families.

As a founding Trustee, you will play a pivotal role in building the organisation from the ground up—setting strategy, ensuring strong governance, and helping to create compassionate, inclusive, and high-quality care.

We are seeking a Marketing & Communications Trustee to join our founding board at a critical and exciting stage.

This is a rare opportunity to help shape a charity from the ground up, influencing brand, communications strategy, and public engagement, and establishing a strong and compelling external presence.

You will bring expertise in marketing and communications, supporting both strategic direction and, where appropriate, hands-on input during the early stages.

Role Purpose

To provide strategic leadership and oversight on marketing, brand, and communications, ensuring the organisation develops a clear, compelling and consistent voice that supports its mission, growth, and income generation ambitions.

Key Responsibilities

- Work with fellow trustees to define and deliver the organisation's marketing and communications strategy
- Support the development of a strong, distinctive brand and positioning
- Advise on communications to key audiences including beneficiaries, supporters, partners, and funders
- Contribute to campaigns that support income generation and awareness building
- Provide constructive challenge and strategic insight at board level
- Support the CEO in building early visibility, credibility, and engagement
- Advise on digital presence, content, and storytelling
- Use your network, where appropriate, to amplify reach and influence
- Ensure communications are aligned with values, inclusive, and representative of the communities served

About You

We are looking for someone inspirational who can articulate the exciting and bold approach of the Hospice whilst demonstrating the critical need for its formulation for children and families.

Someone with energy, creativity, and passion— ready to roll up their sleeves and make things happen.

Ideal candidates will combine strategic thinking with practical insight, and who are excited by the opportunity to build something new.

Essential Experience

- Proven experience in marketing, communications, or brand strategy
- Experience developing or leading marketing and/or communications strategies
- Experience contributing at a strategic level (board or senior leadership)
- Ability to translate complex or sensitive topics into clear, compelling messaging
- Deep understanding of audience engagement

Desirable

- Experience across both commercial and charity sectors
- Experience in a start-up, scale-up, or transformation environment
- Understanding of the hospice, health, or care space

Personal Qualities

- Passion for improving outcomes for children with life-limiting conditions
- Comfortable operating in a start-up environment
- Willing to both think strategically and to roll up sleeves
- Collaborative, thoughtful, and willing to challenge constructively
- Aligned with our values: boldness, creativity, resilience, and humility

Board Composition

We are building a high-performing founding board, and are also recruiting for:

- Chair
- Finance Trustee
- Parent/Lived Experience Trustee
- Clinical Lead Trustee

There is currently limited dedicated marketing and communications expertise on the board, making this a pivotal appointment.

Time Commitment

- Approximately 8 hours per month
- Quarterly board meetings (alternating between in-person and virtual)
- Occasional additional input during key setup and campaign phases

Why Join Us?

- Shape a new model of children's hospice care
- Join at founding stage with genuine influence
- Work alongside experienced leaders and advisors
- Apply your skills to create meaningful, lasting impact
- Be part of something bold, necessary, and different

Equality, Diversity & Inclusion

We are committed to building a diverse and inclusive board that reflects the communities we serve. We actively encourage applications from individuals with lived experience, those from underrepresented backgrounds, and those who may not have previously considered a trustee role.

Recruitment Process

We are committed to a transparent, engaging and accessible recruitment process, designed to give candidates a strong understanding of the organisation and the opportunity to demonstrate their interest and suitability.

- Launch Date: Wednesday 25th March
- Closing Date: Friday 24th April
- Application Process: CVs will be reviewed as they are received, and we encourage early expressions of interest.
- Initial Conversation: Shortlisted candidates will be invited to an informal introductory call with Paul to explore their interest in the role and alignment with the organisation.
- Application Submission: Candidates who wish to progress will be asked to submit a cover letter outlining their motivation and relevant experience.
- First Stage Interview (Online): A panel interview with Paul, Kareema and Eddie. Week beginning 27th April.
- Final Stage Interview (In Person): A panel interview with Paul, Kareema and other key stakeholders. Week beginning 4th May.

How to Express Interest

If you are interested in supporting this work, we would welcome an informal conversation in the first instance.

Please contact: eddie@charitybegins.org to arrange a time to talk.