

Job Description – Blind Veterans UK

Job title: Head of Community Engagement
Reports to: Director of Engagement and Fundraising
Department: Engagement
Location: London
Last updated: September 2017

Job purpose

To develop and implement the plan to engage Blind Veterans UK's target audiences at a community level.

To lead and manage a team (of circa 26 people) to raise awareness, understanding and consideration of the organisation at a community level, to fundraise and to acquire members, supporters and partners.

To achieve a step increase in income from community fundraising activity and to achieve/surpass marketing targets.

Main accountabilities of the post

1. Recruit, develop, lead and oversee a highly effective team to achieve stretch goals, managing team performance on an ongoing basis, rewarding success and acting on under performance.
2. With the Engagement leadership team, work to deliver the Engagement strategy with accountability for operationalizing the community engagement strand.
3. Develop and manage a budget to achieve the required ROI, year on year.
4. Work with Head of Brand and Marketing to develop a marketing and communications plan that effectively communicates the purpose of the organisation and then implement at a community level.
5. Lead and manage a team of community based fundraisers to connect with their audiences to grow fundraising income and achieve stretch targets.
6. Lead and manage a team of community based marketing and communications officers to acquire members, supporters and volunteers and achieve stretch targets.
7. Identify and understand key target audiences and develop relationships with key stakeholders, such as Local Authorities, local media and community groups.
8. Lead on advocating on behalf of our members, developing and implementing a plan to amplify their voices.
9. Ensure that all activity helps to build the brand and is at all times brand compliant.
10. Monitor and evaluate all activity, seeking constant improvement.

Additional responsibilities

- Attend in-house and relevant external training courses, as agreed with line manager.
- Practise and comply with all Blind Veterans UK current policies and procedures.
- Ensure GDPR compliance across all fundraising activity.
- Engage actively with our volunteers as appropriate and within the scope of the post.

- Promote and embed Equality Diversity and Inclusion (EDI) in all work and ensure community engagement information is communicated in plain English and meets accessibility requirements.
- Undertake any reasonable tasks from time to time at the line manager's request, as may be deemed appropriate within the scope of the post.

Autonomy and decision making

The post is largely self-directed in terms of prioritising workload and time management. The candidate will have a high level of decision making and it is essential that the candidate has the proven ability to work under pressure often with conflicting priorities to drive tasks or projects to assured successful conclusions.

Communications

The post holder will use high level interpersonal and communication skills on a regular basis to influence decision making by others, this will include colleagues across the organisation, our Board, partners, supporters and potential supporters.

The post holder will work with Senior Staff, internal and external stakeholders, including the charity's partners.

Work with the Director, Heads of Department and managers to establish an engagement function that others across the organisation want to work with and receive professional assistance from.

Work context

1. The post operates within a busy department in a fast-moving Charity where effective matrix management and teamwork across divisions is pivotal. Primarily office based in London but given the nature of this role, the job holder may be required to travel within the UK on a regular basis.
2. Working remote from Head Office and managing a geographically dispersed team.
3. Setting and working to challenging targets with conflicting demands requiring prioritisation.
4. Managing a diverse team of professionals through a period of change.

Person Specification

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> • Fundraising practice • Marketing theory and practice • Know how to monitor and evaluate marketing performance • Budget management • Working knowledge and understanding of GDPR regulations 	<ul style="list-style-type: none"> • Experience of gathering and using audience insight to inform planning • Brand and marketing theory and practice
Skills	<ul style="list-style-type: none"> • Proven ability to engage diverse groups of colleagues across the organisation, creating a culture of 'one organisation, one team' and motivating all members of staff and volunteers to become a Blind Veterans UK brand ambassador • Fundraising, ideally at a community/regional level • Marketing to acquire customers – b2b and B2C • Demonstrable capacity to generate imaginative, innovative, cost effective solutions to complex market problems • Excellent interpersonal and communication skills • Proven marcomms planning and project management skills • Ability to engage and lead a diverse team to achieve outstanding results • Meticulous attention to detail • Good analytical skills 	<ul style="list-style-type: none"> • Excellent presentation and report compilation skills
Qualifications	<ul style="list-style-type: none"> • Degree in relevant discipline or equivalent relevant vocational experience • Member of the chartered Institute of Marketing or Member of Institute of Fundraising 	
Experience	<ul style="list-style-type: none"> • Experience in the importance of brand awareness when disseminating information • Significant experience of leading/managing a diverse team to achieve targets 	<ul style="list-style-type: none"> • Experience of the military environment • Experience of managing a team through a period of change

	<ul style="list-style-type: none"> • Experience of embedding strategic thinking and planning and ability to clearly articulate a strategic direction and plan • Strong track record in managing effective fundraising teams • Strong track record in managing effective marketing teams • Experience of establishing and maintaining strong relationships with a wide range of stakeholders with the sensitivity to achieve consensus • Experiences of developing, monitoring and enforcing brand guidelines (including tone of voice). • Experience acting as ambassador for a respected brand • Effective budget management, driving efficiencies and effectively supporting priorities to deliver long term sustainable advantage 	<ul style="list-style-type: none"> • Experience of advocating on behalf of a customer groups • Experience of managing external strategic partnerships including agencies and suppliers
<p>Personal qualities</p>	<ul style="list-style-type: none"> • Well-developed level of emotional intelligence • Hard working, tenacious, determined • Highly credible and convincing ambassador in high value and influential audiences • Strong leadership by example • Tact and diplomacy • Resilience • Resourcefulness and creativity • Good team player. 	