

Training and Quality Assurance Programme Lead

Job Level	4	Kornferry Function	QAA15
Directorate	Marketing, Fundraising and Communications	Function/Service	Strategy and Innovation
Direct Reports	0	Indirect Reports	0
Line Manager Title	Head of MFC Quality Assurance and Standards	Budgetary Responsibility	0

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. [Our Leadership Framework - RedRoom](#), along with [Our values and behaviours - RedRoom](#) and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about [Equity, Diversity & Inclusion \(EDI\) at the British Red Cross - RedRoom](#) here.

Role description:	
Purpose	<p>As a subject matter expert, this role leads on the design, delivery, and execution of programmes of in-person and remote fundraiser training and quality assurance as part of our Fundraising Quality Assurance Framework. Using a variety of resources and media, this role will ensure that training is inspiring, robust, and enables our fundraisers, including the professional fundraising agency partners we work with, to deliver to the highest standards. They will also support colleagues to identify, manage and mitigate against risk to our reputation or any contravention of the fundraising promise or code, helping them to implement a programme of monitoring and due diligence activities to evidence our performance and the effectiveness of the training offered.</p> <p>Although the role will work across our whole portfolio of marketing and fundraising, they will particularly focus on higher risk activities that are subject to significant levels of statutory and regulatory scrutiny. For example, activities that are delivered via professional fundraisers (e.g. Face-to-face and telephone fundraisers) and other third parties.</p>
Key Responsibilities	<p>Training Design and delivery</p> <ul style="list-style-type: none"> > Responsible for the design and delivery of an inspiring and robust training programme for both fundraising staff and professional fundraisers working on our behalf, which reflects the quality standards and values of the British Red Cross and puts the supporter at the heart of what we do. > Ensure the training delivered to the agency fundraisers we work with, inspires and motivates them to be the best-in class when representing our work and is effective in helping them to address any public enquiries or concerns, they may face. > Support others to lead and deliver a package of motivational training sessions that effectively address the regulatory concerns in respect of the fundraising activity being undertaken and includes an effective programme of monitoring and due diligence that instils confidence and builds trust. > Ensure training activities are recorded and monitored in a way that is robust, auditable and reflects the contractual and policy requirements for the fundraising activity being undertaken. > Scope out appropriate training resources, tools and innovative approaches to ensure the training we deliver is accessible, memorable and engaging and tailored to meet the needs of the audience.

	<p>Quality Assurance</p> <ul style="list-style-type: none"> > Design and embed appropriate monitoring and due diligence tools for areas of public risk and public scrutiny, that are subject to statutory as well as regulatory control, to ensure that we can effectively assure our Trustees and the public that we are working to the highest standards of fundraising. > Lead on the delivery of quality audits, highlighting areas for improvement or those which require intervention. > Report on quality outcomes and any key performance measures to internal stakeholders and their agency partners as outlined in our Quality Assurance Framework. > Identify and escalate any potential risks to senior stakeholders and mitigate where possible to reduce our public exposure. > Maintain a directory of quality assurance and due diligence activities undertaken that can be easily referenced in the event of an audit. <p>Stakeholder engagement</p> <ul style="list-style-type: none"> > Maintain productive and mutually beneficial relationships with marketing and fundraising teams and their counterparts at professional fundraising agency partners > Provide subject matter expertise and consultation to teams to ensure fundraising and marketing campaigns and supporter communications are delivered in line with industry standards, internal policies and any statutory or regulatory requirements. > Provide senior stakeholders with evidence- based, quality assurance reports that will help inform decision making in relation to risk. > Contribute to the continual development of the quality assurance framework which underpins our training offer. <p>The responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.</p>
Know-how	<p>Essential Criteria:</p> <ul style="list-style-type: none"> > Demonstrable experience working in dialogue/public fundraising channels like face-to-face and telephone > High degree of literacy with the ability to translate difficult concepts into simplified language to meet the needs a variety of stakeholders > Excellent broad knowledge of relevant standards, regulations and legislation impacting fundraising and the charity sector and experience of implementing risk evaluation and/or quality assurance monitoring tools and resources to assess compliance with standards > Excellent communication skills with the ability to lead, inspire and motivate people to deliver quality outcomes; build mutually beneficial relationships and influence others in a non-confrontational way to drive improvement > Excellent time management and organisational skills, with the ability to work independently and deliver a varied workload to deadline > Demonstrable experience of designing and delivering excellent, inclusive and accessible learning and training <p>Desirable criteria:</p> <ul style="list-style-type: none"> > An understanding of the theories behind motivation and learning/training models > Fundraising account or campaign management experience e.g. managing contract negotiation and establishing Key Performance Indicators > Experience working with quality assurance frameworks and compiling risk reporting for senior decision makers
Additional Requirements	<i>Able and willing to travel across the UK to deliver training each quarter</i>

Pre Engagement Checks Highlight bold as required	
DBS- England & Wales	None
PVG- Scotland	None
Access NI- Northern Ireland	None
Driver Check	No
International Roles Only	
International Police Check	Yes/No
International Driving Licence for manual cars	Yes/No

Role Reference	Review Date	December 2025

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.