**Volunteer Attraction Coordinator**

[V1 September 2024]

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| **Job Level** | **Level 3** | **Kornferry Function** |  |
| **Directorate** | **ISD** | **Function/Service** | **People Services> Volunteering Team** |
| **Direct Reports** | **0** | **Indirect Reports** | **Volunteers** |

The Leadership and Management of our people is critical to us as an organisation.

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. This [**framework**](https://britishredcross.interactgo.com/Utilities/Uploads/Handler/Uploader.ashx?area=composer&filename=Leadership+at+the+British+Red+Cross+-+Leadership+Framework+4.pdf&fileguid=9aa539e7-8c4d-4f5b-bd2f-7efb8a6831bb), along with our [**Values in Action**](https://britishredcross.interactgo.com/Interact/Pages/Content/Document.aspx?id=10802&SearchId=5597597#The%20Fundamental%20Principles) and [**Fundamental Principles**](https://www.redcross.org.uk/about-us/what-we-stand-for), 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 this [**here**](https://britishredcross.interactgo.com/Interact/Pages/Content/Document.aspx?id=11420&SearchId=4626170)

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| **Purpose** | The Volunteer Attraction Coordinator provides central specialist support and self-serve materials, working in collaboration with service colleagues, to develop and implement plans to attract new volunteers into the organisation particularly from underrepresented communities and with diverse lived experience. This is a key role underpinning the strategic goal of inclusion within the Volunteering Strategy.  This role also requires the postholder to be part of a rota response for the Volunteer Support Line (VSL). The VSL offers practical and emotional support to all BRC volunteers and responds to their questions or concerns about their volunteering tasks. The line provides a listening ear for volunteers, be a safe space to share any issues or concerns, and signpost to further help if necessary. | | |
| **Budgetary responsibility/**  **accountability** | **No** | **Accountability for other resources** |  |
| **Key Responsibilities** | **Volunteer promotion and attraction**   * Develop targeted attraction plans in response to service volunteer recruitment priorities (thought workforce planning) and aligned to the Volunteering Strategy goals * Contribute to developing accessible and inclusive promotional materials and campaigns, in partnership with internal stakeholders and specialists, to highlight volunteering opportunities and attract a diverse range of volunteers * Test a range of channels including social media, local networks and partnerships to reach potential volunteers * Maintain an asset bank of materials for service colleagues to draw on to use in their local area and for the materials to continue to evolve over time   **Internal engagement**   * Develop internal networks to promote the specialist support available for service leads to connect with and access centralised assets * Develop and lead collaborative peer groups as a community of practice across the organisation, to support each other and share learning * Contribute to discussions about what works well and where we could do things differently   **External engagement**   * Work collaboratively with service / local leads to help them to identify opportunities for local partnering to underpin targeted attraction of volunteers * Support local events by providing materials and connecting across the team for any logistical support required   **Evaluation / data**   * Partnering with the Volunteering Data Coordinator and other colleagues, track and analyse the effectiveness of attraction techniques and channels used * Prepare reports / dashboards to activities and outcomes * Continuously assess and improve attraction methods based on feedback, analytics and best practice   **Volunteer Support Line**   * Contribute to delivering a high-quality ‘customer’ experience in response to telephone or email contact * Use effective questioning techniques to establish nature and complexity of practical enquiries and quickly decide if this can be resolved by the Volunteer Support Line or if the enquiry needs to be passed to the appropriate department/team for resolution * Use initiative and take ownership and investigate enquiries (by reference to guidance documents, guidance from colleagues and other available information sources) * Support volunteers with welfare issues, provide a listening ear and signpost if required for emotional support * Ensure accurate recording of information about calls/emails and actions taken   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. | | |
| **Knowledge & Skills**  *\*Essential* | * Form effective relationships and influence a wide range of stakeholders * Excellent communication skills, both verbal and written * Strong relationship management skills with ability to establish credibility, persuade and influence * Detailed knowledge of volunteer attraction and recruitment good practice * Able to use data and insight to inform planning and decision making * Strong organisational and project management skills * Ability to focus on impact and deliver outstanding results in a matrix team environment * Creative thinking and ability to problem solve | | |
| **Experience**  *\*Essential* | * Working collaboratively, designing in user needs * Building effective networks that foster collaboration internally and externally * Managing project delivery across multiple locations and services | | |
| **Additional requirements** | * Ensures inclusive practice and promotes equity * Team player, supporting colleagues when there are deadlines and who knows when to ask for help themselves * Ability/ willingness to occasionally work outside of normal office hours * Ability/ willingness to travel and/or use technology to engage stakeholders | | |

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| **Pre Engagement Checks**  Highlight bold as required |  | |
| DBS- England & Wales | Adult/ Child/ Adult & Child Workforce/None | |
| PVG- Scotland | Adult/ Child/ Adult & Child/ None | |
| Access NI- Northern Ireland | Vulnerable Adult/ Child/ Vulnerable Adult & Child/None | |
| Driver Check | Yes/No (if intending on driving) |  |
| **International Roles Only** |  | |
| International Police Check | Yes/No | |
| International Driving Licence for manual cars | Yes/No | |

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| **Role Reference** |  | **Review Date** |  |

*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.*