

## Planning & Performance Manager

<b>Job Level</b>	Level 4	<b>Job Reference No:</b>	
		<b>Role review date:</b>	May 2024
<b>Directorate</b>	Marketing & Fundraising	<b>Function</b>	Strategy & Portfolio
<b>Service</b>	Strategy & Innovation	<b>Reports to:</b>	Head of Strategy & Portfolio

### Scale and scope of role

<b>Direct reports</b>	0	<b>Indirect reports</b>	0
<b>Budget responsibility/ accountability</b>		<b>Accountable for other resources</b>	

### Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

### Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

### Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

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.

## Purpose of the role

This role works across all areas of the Strategy and Portfolio team, to deliver a high standard of planning and performance processes, and to develop and implement strategy within Marketing and Fundraising. The role collaborates with stakeholders at all levels, with a good understanding of all areas of the Marketing and Fundraising portfolio.

## Key responsibilities

### Planning Support for colleagues across the directorate

- Design and deliver workshops and focussed sessions for stakeholders of all levels to meet planning and performance outcomes.
- Support colleagues to develop a portfolio plan of activity which drives optimal engagement and results for key audience groups so that we deliver an excellent supporter experience and meet our income targets.
- Develop templates and guidance for teams in Marketing and Fundraising to ensure a high standard of plans are delivered.
- Collaborate with colleagues in Marketing and Fundraising, and across the organization, to ensure plans are communicated and implemented.
- Take a proactive approach to supporting the directorate – identifying areas for improvement in planning and working with the Planning and Performance leads to address these.

### Performance Management and Reporting

- Support the Planning and Performance Leads to deliver a high standard of performance management and reporting in the directorate.
- Produce bespoke performance reports so colleagues understand performance against key objectives and targets.

### Strategy & Change in Marketing and Fundraising

- Role model the spirit of collaboration and build constructive, mutually beneficial relationships with stakeholders across the organization, to increase our humanitarian impact.
- Build new ways of working into projects and solutions to put strategic values into action and enable culture change.
- Manage projects as required by the Head of Strategy and Portfolio, to a high standard and using agile techniques.

### Emergencies

- Provide surge support and cover for Emergency appeals. This may occasionally include working outside normal hours as part of an on call rota

### Team Member

- Actively participates in all team meetings.
- Supports other team members

- Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamics)

The duties and 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.

## Pre-engagement checks

### Criminal Records

Type of criminal record checks required for this role

England and Wales – Disclosure and Barring Service (DBS)
<ul style="list-style-type: none"> <li>• None</li> </ul>
Scotland
<ul style="list-style-type: none"> <li>• None</li> </ul>
Northern Ireland
<ul style="list-style-type: none"> <li>• None</li> </ul>

Drivers Check - No

## Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
Knowledge and Skills	S	I	A
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Computer skills (advanced Excel), and the ability to draft reports and PowerPoint presentations</li> <li>• Ability to research and interpret written and financial information accurately.</li> <li>• Excellent written and verbal communication skills, with the ability to present to all levels</li> <li>• Ability to work under pressure, to tight deadlines while maintaining high standards.</li> <li>• Understanding of marketing and fundraising, including multi channel communications</li> <li>• Excellent project management</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Customer experience / Supporter experience</li> </ul>	<p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p>	<p>I</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p>	<p>A</p>
Experience	S	I	A
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Experience of business planning, strategic planning, and implementation</li> <li>• Experience of budgeting for campaigns or as part of a wider planning process.</li> <li>• Direct experience in marketing or fundraising, including communications with supporters or the public</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Facilitation skills</li> </ul>	<p>S</p> <p>S</p> <p>S</p>	<p>I</p> <p>I</p> <p>I</p> <p>I</p>	

<b>Additional requirements</b>			
<b>Essential</b>			
<ul style="list-style-type: none"> <li>- Ensures inclusive practice, challenges discrimination and promotes diversity in line with our <b>Equality, Diversity and Inclusion (EDI) policy</b>.</li> </ul>			
<b>Values in Action</b>			
<p><b>Dynamic</b> - We move forward as one team.</p> <ul style="list-style-type: none"> <li>- Every day, we're adapting, innovating and learning.</li> <li>- When the unexpected happens, we are calm, quick and efficient.</li> <li>- We respond smartly, using clear processes and systems.</li> </ul> <p><b>Compassionate</b> - We stand for kindness.</p> <ul style="list-style-type: none"> <li>- People come first, no matter who or where they are.</li> <li>- We have genuine, open-minded conversations.</li> <li>- Together, we're a united force for good.</li> </ul> <p><b>Inclusive</b> - We are open to all.</p> <ul style="list-style-type: none"> <li>- We treat each other with dignity and respect.</li> <li>- Every person's uniqueness is valued, supported and celebrated.</li> <li>- Our individual backgrounds and experiences make our organisation stronger.</li> </ul> <p><b>Courageous</b> - We are bold.</p> <ul style="list-style-type: none"> <li>- We show our strength by doing the right thing.</li> <li>- We aren't scared to test our creative ideas.</li> <li>- As humanitarians, we go the extra mile to help people in crisis</li> </ul>			

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.