

## Marketing, Fundraising and Communications

### Senior Business Delivery Manager

<b>Job Level</b>	Level 5	<b>Job Reference No:</b>	
		<b>Role review date:</b>	
<b>Directorate</b>	Marketing, Fundraising and Communications	<b>Function</b>	Strategy and Innovation
<b>Service</b>		<b>Reports to:</b>	Head of Projects, Change and Emergencies

### Scale and scope of role

<b>Direct reports</b>	3	<b>Indirect reports</b>	0
<b>Budget responsibility/ accountability</b>	None	<b>Accountable for other resources</b>	None

### 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

The Marketing, Fundraising and Communications Senior Business Delivery Manager is a pivotal role within the directorate, supporting the Marketing, Fundraising and Communications Exec Director, wider DMT and the Strategy and Innovation Directorate to drive effective leadership and management of the organisation's portfolio of activity within Marketing and Fundraising and Communications. The Senior Business Delivery Manager holds responsibility for:

1. Building the conditions for effective leadership within the Directorate including coordinating key forums (e.g. DMT and Directorate Leadership Group)
2. Planning and ensuring delivery of effective communications and engagement moments across the Directorate
3. Ensuring effective business support is provided to Directorate leadership day-to-day-basis to secure the smooth operation of the Directorate's activities
4. Ensuring the Directorate's internal influence is coherent and cohesive
5. Coordinating cross Directorate projects as required with the support of the wider Business Development function
6. Driving improvements within MFC Business Delivery

The role ensures a a visible commitment to driving excellence, consistency and continued professional development in the business support provided to the MFC Directorate.

## **Key responsibilities**

### **1. Building the conditions for effective leadership within the Directorate**

- Understanding key priorities across the Directorate to enable the right space, time and approach to discussion and decision making across Directorate governance
- Setting agendas and preparing materials for key Directorate governance moments including DMT and Directorate leadership, working with Director of Strategy and Innovation and MFC Exec Director
- Proactively set agendas, create content, log and track actions for the Directorate Management Team and MFC SLT at the agreed level. This includes coordinating MFC contribution to corporate action logs.
- Work closely with the CEO's Office in respect of ELT, Board and Committees dates and matters arising through the year, anticipating and resolving issues as they arise.
- Draft, seek approval for, and submit MFC contributions for select corporate materials, such as the CEO's quarterly update to the Board of Trustees.
- Design and update tools and materials on for use by – or on behalf of – DMT and MFC SLT.

### **2. Planning and delivery of effective communication and engagement moments across the Directorate**

- Using insights from leadership agenda and cross Directorate priorities to ensure that communication and engagement across the Directorate is effective, engaging and relevant
- Develop content in alignment with agenda and engagement from DMT for all Directorate engagement moments from annual away day to monthly Town Halls, Directorate newsletters and specific comms for extraordinary moments
- Ensure these comms respond to feedback from Directorate colleagues and build on the overarching Directorate narrative

- Align moments, their content and their tone with the Directorate's cultural goals and vision
- Proactively manage MFC internal engagement assets, including MFC Red Room pages and organisational charts in-line with agreed timeframes.

### **3. Ensuring effective business support is provided to Directorate leadership on a day-to-day basis, to secure the smooth operation of the directorate's activities**

- Act as a central point of contact for the MFC Directorate leadership, providing professional and proactive support and ensuring confidentiality and discretion where required.
- Research and prepare presentations in partnership with Directorate leadership.
- Act under agreed levels of delegation from the Directorate Leadership to transact matters on their behalf.
- Support and work with colleagues to identify solutions to resolve matters as they arise, ensuring queries directed to the Directorate's leadership are handled in a professional, friendly and efficient way, and escalating matters of concern in a timely manner with a recommended response.
- Draft correspondence on behalf of the MFC Exec Director or other MFC senior leaders as directed.
- Build and maintain close rapport with CEO's Office, Executive Support Officers, MFC DMT and all internal and external stakeholders.

### **4. Ensure the Directorate's influence is coherent and cohesive**

- Maintain an understanding of the MFC priorities for influence across the organisation by working closely with DMT and as needed
- Work across DMT and MFC LT to ensure that the main internal priorities are managed cohesively across the Directorate – including engagement with Finance, Operations teams and CEO office
- Work with leaders to ensure materials are shared in a timely way for internal influence and are consistent across all fora
- Support Director of Strategy and Innovation to manage leadership team collective moments with Operations teams including away days and joint leadership agendas
- Coordinate projects across MFC as needed with the support of wider Business Support function.

### **5. Driving improvements within MFC business support**

- Proactively manage the performance of the wider MFC Business Delivery team, as well as identifying development needs and offering extensive coaching support to realise individual and team goals.
- Act as a champion for continuous improvement within the MFC support team, owning materials and leading regular team meetings to support and challenge change through a structured, efficient and agile approach.
- Drive quality and efficiency improvement in the operation of the MFC business support area, Directorate leadership processes and the BRC Business Support Network through identifying and developing team capabilities, process improvements, use of technology and automation.

### **Leadership Behaviours**

- Authentic, consistent and honest leader.
- Actively listens and allows others to be heard.
- Adaptable to changing needs, pressures and opportunities.
- Empowers others based on their skills and expertise.
- Dynamic, inclusive, compassionate and courageous.

#### Team Leader

- All team members understand their responsibilities and objectives.
- All resources involving staff are managed in accordance with BRC policies and procedures.
- All staff are kept informed of all relevant organisational plans and updates on development.
- Team ideas and comments are communicated and forwarded appropriately.

#### 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)
• None
Scotland
• None
Northern Ireland
• None

Drivers Check - Required – No

#### Person Specification –

	Evidence obtained through Shortlisting (S),
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<ul style="list-style-type: none"> <li>- Maintaining professional and friendly working relationships across a complex organisation</li> <li>- Experience of working with peers to share best practice, drive change and improvements, and to support professional development</li> <li>- Experience of managing a team within a fast-paced environment</li> </ul>	S		
<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>	S	I	
<b>Values in Action</b>			
<b>Dynamic</b> - We move forward as one team. <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> <b>Compassionate</b> - We stand for kindness. <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> <b>Inclusive</b> - We are open to all. <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> <b>Courageous</b> - We are bold. <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.