

**RESERVE FORCES' AND CADETS' ASSOCIATION**  
**FOR THE NORTH WEST OF ENGLAND AND THE ISLE OF MAN (NW RFCA)**

**JOB DESCRIPTION**

**Job Title:** Head of Engagement (Hd Engt)

**Pay Band:** C1 Crown Servant

**Department:** Engagement

**Line Manager:** Chief Executive (CE) NW RFCA

**Counter Signing Officer:** Chairman NW RFCA

**GENERAL**

1. The Hd Engt is responsible to the CE NW RFCA and line manages the Engagement Team consisting of:
  - 2 x Regional Employer Engagement Directors (REEDs) – REED 1 & REED 2 - C2 Crown Servants
  - Head Communications (Hd Comms) – C2 Crown Servant
  - Administrative Officer (AO) – E1 Crown Servant. The REED 1 is the line manager; the Hd Engt is counter signing officer
2. NW RFCA works under 3 pillars of outputs: Cadets & Youth, Infrastructure, and Engagement. The Hd Engt, as a C1 grade, is a member of the NW RFCA Senior Management Team (SMT); the others being the CE, Deputy Chief Executive (DCE) – who is the lead for Cadets & Youth - and Head Infrastructure (Hd Infra). The other Heads of Departments (C2 grade) are also part of the SMT.
3. This position is a full time appointment working 37 hours per week (Monday – Friday). It will require the candidate to routinely work outside core working hours and the occasional weekends/Public Holidays as directed/agreed by the CE NW RFCA. TOIL and/or exceptionally overtime will be paid. The core hours of working are:
  - Monday – Thursday: 0830hrs – 1630hrs
  - Friday: 0830hrs -1600hrs
4. The Hd Engt will be expected to drive to client appointments within the NW RFCA area of responsibility (Cumbria, Lancashire, Manchester, Merseyside, and Cheshire) making use of pool vehicles provided by the Association. There will be occasional requirements to travel to the Isle of Man (also within the NW RFCA area of responsibility) – generally by air.
5. This appointment is classed as a “mobile grade” and it is expected that there will be a local relocation of the Association Headquarters within Altcar Training Camp within the next 15 months. The candidate will be expected to relocate with the organization – or wider if required which will be in the best interest of the Association.

**OVERVIEW**

5. The Hd Engt is responsible to the CE for the delivery of all outputs of the NW RFCA Engagement pillar, including Employer Engagement (EE), Employer Support (ES), Community &

Civilian Engagement (CCE), Public Relations (PR) and all aspects of events, communications and marketing. The role involves the day-to-day tasking and line management of the Engagement team and requires close liaison with other members of the SMT. The role also involves close coordination with the CE in respect of NW RFCAs membership networks.

6. The REEDs are funded separately by MOD Centre. Their strategic outputs are directed by the Defence Relationship Management (DRM) organization. Their outputs are to further the Government's objectives at regional level by delivering a coherent employer engagement programme to support Defences' purposes, aiming to establish enduring relationships and positive support with both public and private sectors in the NW RFCA area. The principal output is to assist in creating an environment which will encourage employers to support Reservists from the three single Services (sS) – Army, Royal Navy and Royal Air Force - in order to meet Defence Requirements. The REEDs are the RFCAs lead on/focal point for the delivery of the employer engagement outputs specified by Stakeholders and are responsible, through the CE, for the region's compliance with the national DRM Business, Marketing and Communications Plans.

## **PRINCIPAL AREAS OF ACCOUNTABILITY, TASKS AND RESPONSIBILITIES**

### 7. Description of Primary Duties

#### a. Strategy

(1) Draft and develop the NW RFCA Engagement Strategy and maintain and deliver the Strategy through the NW RFCA Engagement Plan (to be written) to focus on those areas and audiences across the region which NW RFCA seeks to influence.

(2) Responsible for ensuring Engagement best practice within NW RFCA in accordance with MOD, DRM and Council of RFCAs' (CRFCA) policy and direction, and in close coordination with all other RFCAs.

#### b. NW RFCA Management Plan

(1) Responsible for the annual development/update of the NW RFCA Management Plan by working with the SMT members ensuring that suitable objectives to support the achievement of the Plan's Mission and Strategic objectives are actioned. Ensure that it continues to reflect the current objectives and measures as set out in the CRFCA/RF&C Business Plan and sS Service Level Agreements (SLAs).

#### c. Employer Engagement

(1) Prioritise and direct the EE and ES activities of the REEDs in accordance with the CEs direction and DRM direction and guidance.

(2) Act as the local focal point for DRM, translating national-level strategic intent and initiatives into nuanced activities that are fit for purpose. Oversee and coordinate NW RFCAs achievement of DRM objectives including contributing to the delivery of the CRFCA/Reserve Forces and Cadets (RF&C) SLAs Employer Recognition Scheme (ERS), Armed Forces Covenant (AFC) and Development Account targets.

(3) Responsible for NW RFCA activity in respect of the Regional Engagement Board (REB) and REB Working Group, Regional Engagement Group (REG) meetings

(with the Chairman REG – a NW RFCA board member) and Engagement related DRM workshops.

(4) Primary interlocutor with RPOC Army HQNW EE staff to ensure coordination, synchronisation and de-confliction of EE activity throughout the NW RFCA operating area.

d. Community & Civilian Engagement

(1) Build, and effectively manage, relationships with individuals and organisations that are discrete from those developed by the REEDs, coordinating and de-conflicting as necessary.

(2) Work with the sS to coordinate engagement with Local Authorities, including on Cadets, Reserve/Regular) Forces and AFC issues.

(3) Support the CE in effectively engaging with the UK Parliament (Members of the House of Lords & MPs), the Isle of Man Government, Local Authorities and their elected representatives, youth organisations, veterans' and ex-service organisations and the NW RFCA membership.

(4) Facilitate and support engagement between Cadet, Reserve and, where required Regular units.

(5) Support the DCE in engaging on youth and cadet issues with Local Authorities, youth organisations, veterans' and ex-service organisations and the NW RFCA membership. Support the Joint MOD/Department for Education Schools Cadet Expansion Programme (CEP).

e. Communications, Marketing and PR

(1) Oversee the delivery (by the HD Comms) of all aspects of external and internal communications, supervising the development and management of an NW RFCA engagement and communications database. Oversee the publication of the NW RFCA magazine – The Volunteer, the annual Chairman's AGM brief and the association e-newsletter.

(2) In close cooperation with the Army Headquarters North West (Army HQ NW) and other sS media operations staff, manage the proactive provision of local and regional PR in support of Reserves and Cadets, including the provision of PR support as and when requested or required.

(3) Ensure that all communications, marketing and PR activity are undertaken in accordance with the NW RFCA Engagement Strategy and all messaging, is fit for purpose, cost-effective and brand-compliant.

(4) Deliver support to sS presentation teams and at other Service events.

(5) Strategic direction of the NW RFCA website and social media activity in conjunction with the Head of Communications.

(7) Identify and develop opportunities for positive intervention to enhance the reputation of NW RFCA and its Reserve and Cadet constituencies.

f. Event Management

(1) Coordinate (and run as required) NW RFCA engagement events e.g. MODs annual Employer Recognition Scheme Silver awards, Lord-Lieutenant's / HE Lt Gov IOM annual awards, Armed Forces Covenant (AFC) signings, the annual NW RFCA Presidents Dinner / AGM and, in addition, any engagement events subsequently developed.

g. Recruiting Support

(1) Using press releases and social media and through assisting with organisation of events, work with REEDs, Hd Comms, the Army HQNW Engagement Team and sS to support successful recruiting.

(2) Assist the DCE in the recruitment of Cadet Force Adult Volunteers.

h. Association Membership

(1) In accordance with the Scheme of Association, develop and sustain the NW RFCA's membership on behalf of the CE.

(2) Assist the NW RFCA Board and CE in identifying potential new members, correspond with new and existing members on the Boards behalf, and review NW RFCA membership to make it more reflective to the communities from which it is drawn.

(3) Work with the NW RFCA members to develop the network of networks that will facilitate the Defence regional agenda and within that, provide resources and maintain a dialogue with volunteer members to ensure their knowledge of key defence issues and messaging is maintained.

8. Additional Duties

a. Budget

(1) Manage the delegated MOD Engagement, NW RFCA Engagement and NW RFCA Communication budget in accordance with the formal letter of delegation from the CE and in accordance with the guidance within the DRM Business Plan, the NW RFCA Management Plan and, where appropriate, in line with any other direction.

c. Other Duties

(1) Be prepared to carry out other duties commensurate with competencies held and the grade of this post, as directed by the CE.

d. Other Features. This job description:

(1) Should be discussed/reviewed with the CE at the time of receiving the annual Personal Development Report (PDR).

(2) This job description may be reviewed in light of changes during the period of appointment and on the change of incumbent/post holder.

**Post Title: Head of Engagement - Person Specification**

	<b>Essential</b>	<b>Desirable</b>	<b>Proposed Selection Method</b>
<b>Qualifications and Training</b>			
Educated to degree level or equivalent.	√		A / E
Higher education achievement in Marketing, Communications, or related subject.		√	A / I / E
Hold a Project Management qualification.		√	A / E
<b>Experience</b>			
At least 2 years' experience working in a senior position requiring the ability to communicate, engage, and influence at a senior level.	√		A / I / R
Managing client relationships and database	√		A
Evidence of working with minimum supervision.	√		A / I / R
Experience of setting up own project, business or organisation (a start-up programme).	√		A/I
Experience of the public sector.		√	A/I
Evidence of dealing with other diverse organisations.	√		A/I
Experience of leading a team of specialists.	√		A/I
Experience of working with and knowledge of diverse ethnic communities.		√	A/I
Experience of working with volunteers.		√	A/I
Prior Military or MOD Civil Service experience		√	A/I
<b>Knowledge, Skills and Abilities</b>			
Understanding of the MOD's need to engage with the Nation.	√		A / I
Knowledge of the Armed Forces and their Reserves.		√	A / I
Knowledge of the Cadet Forces.		√	A / I
Self-motivated and able to work on own initiative.	√		I
Good oral and written communications and IT skills.	√		A / I
Ability to produce comprehensive strategy and planning documents.	√		A / I
Experience of influence networking.	√		A / I
Experience of publicity and marketing methods.	√		A
Excellent interpersonal skills and the ability to interact productively with colleagues and all relevant stakeholders.	√		A/I
Capable of articulating clearly the benefits of engaging with Reserves & Cadets to potential participants.	√		A/I
<b>Work related circumstances</b>			
Willingness to work flexible hours including evening and very occasional weekends.	√		I
Full driving licence (Group B)	√		A
<b>Equal opportunities</b>			
Commitment to pursue Equal Opportunity and Non-Discriminatory practice.	√		A

A = Application Form      I = Interview      R = Reference

Signature of Line Manager:

Col M C H Underhill OBE

Signature of Employee:

Date: 1 January 2019