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| Job title:  Joint Southwest and Wales Engagement Officer (SWWE) | Responsible to:  Fundraising and Merchandise Manager |
| **Role**  Reporting to the Fundraising and Merchandise Manager the Joint Southwest and Wales Community Engagement Officer (SWWCE) will maximise engagement with supporters for both the RNRMC and RNA from within the Naval Service, affiliated Groups, the wider public and corporate sector with a focus on the Southwest and Wales region. The role holder will be required to progress and enhance new and existing relationships by attending community and regional events in order to grow the membership of the RNA and awareness of the RNRMC. The role holder will be responsible for setting up and managing a new base in the region creating a network of supporters and volunteers. This role has a large geographical reach taking in West England and Wales but will be based at a regional hub in Plymouth. Regular travel will be required, and a valid driving licence is essential. The post holder will also be prepared to attend events and meetings which may fall outside of normal office hours in the evenings or at weekends. The role holder must be a self-starter and able to fit into a small, busy and growing team where the tasks require enthusiasm and focus. | |
| The main responsibilities of the Southwest and Wales Community Engagement Officer:   * To develop an Engagement strategy for the regional area of responsibility. * Act as Office Manager for Drake Hub Assist answering all enquiries relating to the RNA membership and RNRMC activities and provide a handrail for enquiries to the appropriate section or charity. * To engage with the Charity’s supporters from within the Naval Service and affiliated Groups, the wider public and corporate sector. * To coordinate a small regional team of volunteers. * To build relationships and proactively engage with third parties such as the Naval Regional Commander, key naval personnel and supporters with a focus on the Southwest and Wales region. * To engage with and coordinate the regional charity ambassadors. * To ensure the highest levels of supporter care are upheld in order to maintain Loyalty. * To liaise and develop relationships with other departments within the Charity, RNA and the wider group in order to achieve objectives * To represent the organisations in a polite and professional manner to appropriate supporters, partners and networks to secure or maintain support. * To implement organisations volunteering policies and procedures to ensure the best standards of volunteering are upheld. * To deliver presentations to ships, submarines and units about the RNRMC, grants, payroll giving, fundraising and volunteering. * To deliver presentations to ships, submarines in order to promote and units about the RNA in order to grow membership. * To work with the communications team to ensure engagement activity is promoted and new collateral is developed as required. * To be social media literate and prepared to post relevant content on behalf of the RNRMC and RNA * To give radio, television and press interviews when required. * To work with Grants to understand group cases for support in order to facilitate increased supporter engagement and income generation. * To regularly and accurately monitor and evaluate progress and effectively feed that information and data into future planning. * To create and maintain records on the CRM Databases. * To follow and complete the required processes and procedures to ensure the smooth running of both organisations. * Manage all elements of RNA recruitment at HMS Raleigh including new entrants and, at Passing out Parades, their families and friends. * Deliver RNRMC and RNA briefs to HMS Raleigh Initial Rating Trainees and BRNC Officers Cadets when required. * Promote, develop and co-ordinate RNA Special Interest Groups. * Act as Manager for the Plymouth RNA Minibus. * Support regular RNA National and ad hoc events. * Support and assist RNA Branches and Clubs across the area of responsibility to enable them to be successful. * Attend the RNA Annual Conference * Represent RNA Central Office at meetings and Conferences as directed by the CEO as required. * Attend local fundraising and engagements events across the area of responsibility out of office hours and weekends to raise awareness, fundraise and grow RNA membership. * To undertake any other task as directed by the line management. | |
| **Person Specification**  **Qualifications**  The role holder should be educated to A level or equivalent standard.  **Experience**   * Experience of working with a charity or business CRM system * Experience of management or supervision * Experience of Microsoft Office applications (Outlook, Word, Excel and PowerPoint). * Experience of working for a charity or not-for-profit organisation. * Working knowledge of Gift Aid.   **Skills**  The role will see the post holder constantly having contact with people from both within and outside of the organisation and they must therefore have:   * Strong communication skills, both verbal and written, together with a courteous, flexible and helpful approach to engaging with people at all levels (a short example of written work will be required from those invited for interview). * Ability to work flexibly on own initiative without supervision, and to work under pressure to meet tight deadlines. * Organized approach to work, with a high level of accuracy and attention to detail. * Ability to manage a diverse workload, prioritise tasks, and deliver work to agreed deadlines. * Ability to take the initiative, be creative, and to come up with original ideas. * Strong IT skills, including Microsoft Office (Word, Excel, Outlook, and PowerPoint), * Excellent inter-personal skills and good team working skills. * A pride in and respect for the Royal Navy and an appreciation of its traditions, characteristics and workings.   **Knowledge**   * Awareness and understanding of the role of charitable trusts and foundations * An understanding of, and empathy with the work of the Service Charities. * Knowledge of Royal Navy and possessing strong Navy wide contacts.   **Attributes**   * Self-motivated with the ability to use own initiative. * Ability to manage multiple tasks to time deadlines. * Strong attention to detail and accuracy. * A polite and professional manner. * Empathy with and support for the values, aims and objectives of the RNRMC and RNA * A team player with an approachable and cooperative attitude. * Dependable – reliable with a determination to fulfil expectations. * Integrity – honest and ethical approach essential. * Resilient – able to deal calmly and effectively with unforeseen problems. * Able to give and receive constructive feedback in a measured and positive manner. * Good sense of humor * Enthusiasm | |