

JOB DESCRIPTION

JOB DETAILS

Job Title	Fellowship Engagement Manager
Team	Fellowship Engagement (Areas)
Grade	3
Reports to	Head of Fellowship Engagement (Areas)

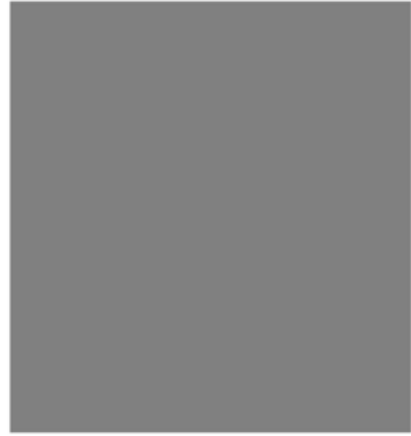
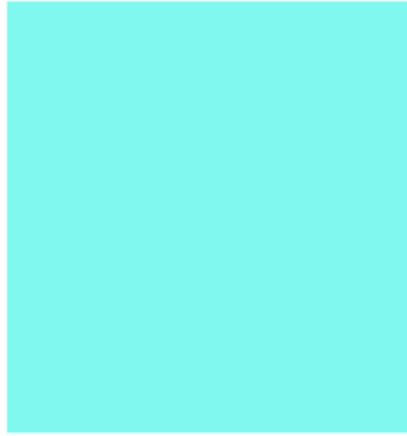
IN A NUTSHELL

The purpose of this role is to enhance and deepen Fellowship engagement in the designated area, fostering connections among fellows, facilitating fellows learning of new things, and helping fellows contribute with their expertise to drive tangible social change. This is done through building up the capacity of the fellowship and supporting their delivery of a programme of activities and engagement opportunities across the area, alongside your own.

CONTEXT

The Fellowship Engagement Manager acts as the main point of contact for our community of Fellows in the designated area. Typical activities include online and in-person engagement with fellows, fellowship councillors and micro-community leads, identifying and recruiting activity leaders, supporting and facilitating a variety of activities, and championing the recruitment and retention efforts of fellows in the area.

This role also includes collaborative working with other Fellowship Engagement Managers, the Fellowship Engagement (Products) team, the Community Manager (Global), the Fellowship Development, Services & Retention teams, and other colleagues throughout the charity in addition to external organisations, non-fellows, partners and facilitators.



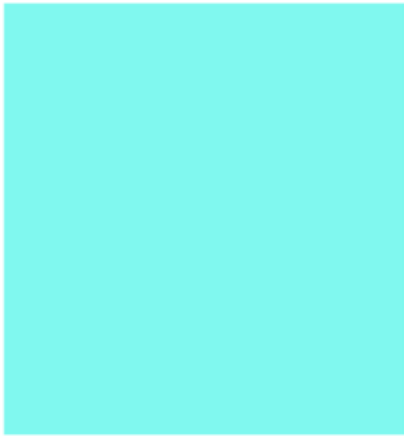
SCOPE

- Financial: Budget holder for a small budget to deliver and support engagement activity.
- Key internal contacts: The Fellowship Department, Digital team, Content and Programmes teams where relevant
- Key external contacts: Fellows, Fellowship Councillors and Partners in the designated areas.

MAIN RESPONSIBILITIES

VOLUNTEER AND COMMUNITY MANAGEMENT

1. Serve as the primary point of contact for fellows, fellowship councillors, and fellow-led micro-communities operating in the area. Act as an ambassador for the RSA, sharing relevant and appropriate information with fellows.
2. Develop, support, promote, and attend fellowship events and recruitment opportunities both in-person and online.
3. Cultivate and manage a network of local partners and coworking spaces to enable fellows to better connect in their local areas.
4. Support and lead proactive and reactive retention efforts in the designated area.
5. Host monthly meetings with fellowship councillors to plan and execute a programme of activities aligned with the fellowship strategy.
6. Collaborate with colleagues to ensure timely responses to queries from fellows and key stakeholders.
7. Periodically support the recruitment of fellows' associations or fellows' experts for Design for Life interventions.
8. Recruit, support, and coach local volunteer leaders to organise activities in their areas.
9. Assist with the wider management and governance of the fellowship as required (Fellowship Council recruitment, upholding the Fellowship Charter and Code of



conduct etc.).

PROJECTS AND ACTIVITY

1. Build up the capacity, leadership and strength of the fellowship in the designated area to enable the fellows to initiate, lead and deliver engagement activity.
2. Co-deliver a programme of participatory activities focusing on fostering connections, learning new skills, and supporting fellows in utilising their existing expertise through micro-communities, Design for Life interventions, and supporting social causes.
3. Drive fellowship engagement in the designated area with fellow-led activities and our Design for Life interventions, in addition to supporting fellows' engagement more widely with micro-communities.
4. Use data to inform a programme of activity, support business decisions, evaluate the performance of new initiatives and the impact of area activity.
5. Contribute to the production of impactful, dynamic and engaging content as required for the area i.e.: Area e-newsletters, copy for the website and Circle etc.
6. Engage actively within Circle, the online community, by posting local content, answering questions and connecting platform users.
7. Host a mix of events and activities (including welcome events for new fellows), that contribute to delivering the strategic aims of the Fellowship Department.
8. Capture and share case studies relating to fellows, projects and other activity within the designated area.
9. Contribute to the production of Playbooks, Toolkits, central strategic projects and events, as required, and other guides and lead on their implementation within the designated area.
10. Contribute to the development and implementation of strategies for improving the Fellowship experience, as required, including recruitment and retention of Fellows.
11. Manage a small area budget, ensuring great value for money.



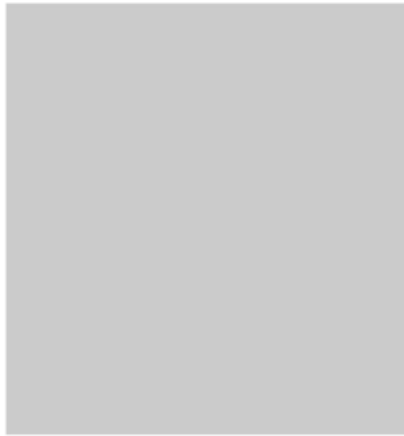
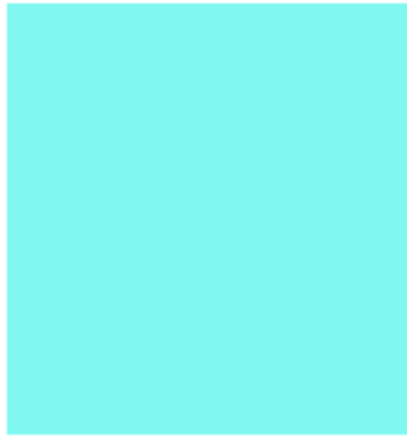
12. Identify and realise opportunities for 'in kind' donations to further enable engagement activity.
13. Undertake due diligence of events, activities and speakers.
14. Any other associated tasks as agreed with your line manager that support the aims and objectives of the organisation.

USE DATA-DRIVEN INSIGHTS TO ENHANCE FELLOWS' EXPERIENCE

1. Analyse and evaluate data on Area Fellows to suggest improvements to the Fellowship experience, inform strategic activity, and support business decisions, where required.
2. Evaluate the performance and impact of area activity.
3. Capture and share case studies of high-impact Fellow-led projects or area fellow activity within programmes where appropriate.

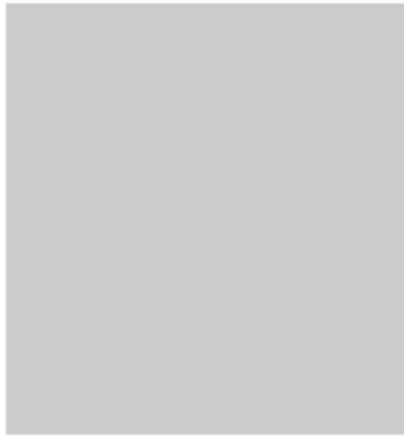
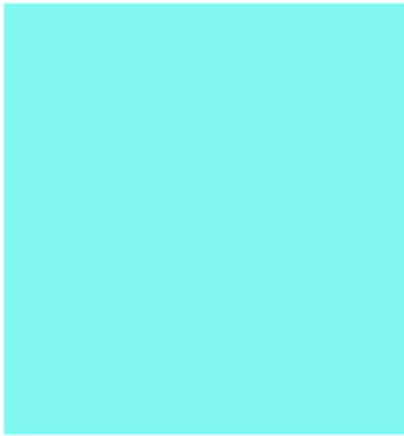
SUPERVISORY

1. Responsible for ensuring the RSA upholds its commitments to Diversity Equity and Inclusion.
2. May have supervisory responsibility for junior staff including inducting, training, work allocation and guiding.



PERSON SPECIFICATION

Essential qualifications	<ul style="list-style-type: none"> • Educated to A-levels or equivalent experience.
Essential knowledge	<ul style="list-style-type: none"> • Knowledge of community engagement/engagement at scale including best practice. • Knowledge of best practice regarding mobilising and sustaining volunteer-led networks. • Ability to translate complex ideas concisely and compellingly to a diverse range of stakeholders.
Essential experience	<ul style="list-style-type: none"> • Experience of building capacity or organising others to take action, this could be in a campaign or membership organisation. • Proven experience of organising, recruiting and/or leading members/volunteers. • Proven experience of developing collaborative relationships working with people from a diverse range of expertise and interests. • Proven experience of initiating, facilitating and delivering a range of events and activities. • Experience of handling difficult conversations diplomatically and motivating individuals and teams.
Essential skills and abilities	<ul style="list-style-type: none"> • Excellent communication skills written and verbal; ability to communicate effectively with a broad range of audiences and with people at all levels, both internally and externally, written and orally. • Excellent networking skills with the ability to represent the RSA to Fellows and other stakeholders. • Able to see likely pitfalls and challenges in advance and respond to minimise risk. • Ability to plan, multitask, prioritise, and work independently to meet deadlines.
Essential behaviours or qualities	<ul style="list-style-type: none"> • Take ownership, work independently and remain self-motivated in a remote-based team. • Commitment to the RSA's mission, values and core expectations. • Responsible for ensuring the RSA upholds its commitments to Diversity Equity and Inclusion.
Desirable	<ul style="list-style-type: none"> • Experience of coordinating and sustaining networks and communities.



	<ul style="list-style-type: none">• Ability to use data to drive better decision making.• Experience of working within a large membership organisation.
Additional requirements	<ul style="list-style-type: none">• Willingness to travel substantially and work evenings and weekends when required. Additional hours will be compensated with time off in lieu (TOIL).

This job description is intended to be forward thinking and indicative rather than final and exhaustive. The listed responsibilities and key duties and tasks may develop and evolve over time. The RSA endeavours to keep substantial changes to a minimum and to promptly update this job description to take account of such developments.