

ROLE & TEAM MEMBER PROFILE



ROLE SUMMARY	
Role Title	Head of Volunteering
Reports To	Charity Director
Division	Charitable
Team	Charitable Services
Location	Hybrid (2 days per week in Cannock – visits to retail locations and other sites as required)
ROLE PURPOSE	
<p>As Head of Volunteering, you will lead the development and delivery of an ambitious volunteering strategy that increases Newlife's capacity, reach and impact in support of disabled children and their families across the UK. You will provide strategic and operational leadership for volunteering across the organisation, including our commercial and charitable functions, developing a modern, inclusive and engaging volunteer programme that supports Newlife's growth and long-term sustainability. Working with colleagues, volunteers and external partners, you will identify opportunities to expand volunteering and develop approaches that increase recruitment, retention and impact.</p> <p>A key focus of the role will be shaping the future of volunteering at Newlife, supporting our ambition to significantly grow volunteer involvement across retail, supply chain, warehouse, fundraising and community-based activities. You will ensure volunteering opportunities are accessible, rewarding and aligned to best practice, creating meaningful experiences that benefit both volunteers and the children and families we support.</p> <p>You will champion innovative approaches to volunteer engagement, drawing on contemporary charity retail and volunteering models to maximise contribution, build community connections and strengthen organisational resilience. You will use insight, data and feedback to continually improve the volunteer experience and demonstrate impact. You will play a key role in ensuring volunteering is recognised as a strategic asset across the organisation, helping to increase income, improve efficiency and build stronger connections with communities, supporters and partners.</p> <p>As a member of the Charity Leadership Team, you will contribute to organisational strategy and growth, lead strategic projects and develop opportunities that increase volunteer engagement, organisational capacity and sustainability. This is an exciting opportunity for a values-driven leader who is passionate about volunteering, community engagement and social impact and who wants to help shape the future of one of the UK's leading charities supporting disabled children and their families.</p>	
ROLE KEY ACCOUNTABILITIES	
<p>Strategic Leadership and Volunteering Development</p> <ul style="list-style-type: none"> • Lead the development, delivery and continuous improvement of Newlife's Volunteering Strategy, ensuring volunteering is innovative, inclusive and delivers measurable value to the organisation. • Develop and implement annual volunteering plans that support organisational priorities, growth and sustainability. • Identify emerging trends, opportunities and best practice in volunteering, community engagement and charity retail. • Contribute to the wider strategic leadership of Newlife as a member of the Charity Leadership Team. <p>Volunteer Growth and Engagement</p> <ul style="list-style-type: none"> • Lead and develop Newlife's volunteering offer across retail, supply chain, warehouse, fundraising and community-based activities. • Deliver Newlife's ambition to significantly increase volunteer recruitment, retention and engagement over the next three years. • Ensure volunteering opportunities are accessible, inclusive and rewarding, supporting a diverse volunteer workforce. 	

- Monitor volunteer engagement, satisfaction and impact using data and insight to drive continuous improvement.
- Champion volunteering as a key contributor to Newlife's mission, helping to increase capacity, strengthen communities and improve outcomes for disabled children and their families.

Innovation and Volunteer Experience

- Explore innovative, technology-enabled and partnership-based approaches that enhance volunteer recruitment, engagement and retention.
- Develop contemporary volunteering models that support the growth of Newlife's retail, supply chain, warehouse and fundraising operations.
- Promote best practice in volunteer management, recognition, development and inclusion.
- Ensure volunteers are equipped, supported and empowered to make a meaningful contribution across the organisation.

Partnerships and Organisational Growth

- Develop strong relationships with corporate partners, educational institutions, community organisations and sector networks to expand volunteering opportunities.
- Identify opportunities to develop skilled volunteering, employer-supported volunteering and community engagement initiatives.
- Contribute to funding bids, business cases and partnership proposals that support volunteering growth and innovation.
- Represent Newlife externally, acting as an ambassador for the charity and its volunteering programme.
- Identify opportunities to increase organisational capacity and sustainability through volunteering.

Leadership, Governance and Risk

- Provide effective leadership, management and development for volunteering teams, fostering a culture of inclusion, accountability, collaboration and continuous improvement.
- Ensure volunteering activities operate within safeguarding, health and safety, regulatory and governance requirements.
- Lead the identification and management of risks relating to volunteering and ensure appropriate controls and mitigations are in place.
- Contribute to organisational planning, performance reporting and strategic decision-making.

General Responsibilities

- Work collaboratively across the organisation to support strategic objectives.
- Demonstrate commitment to Newlife's values and mission.
- Attend meetings, training and organisational events as required.
- Undertake other duties reasonably required to support organisational priorities.

TEAM MEMBER REQUIREMENTS	
Qualifications & Training	<ul style="list-style-type: none"> • Degree level qualification or equivalent professional experience. • Evidence of continuing professional development relevant to volunteering, leadership, community engagement or organisational development.
Knowledge & Experience	<ul style="list-style-type: none"> • Significant experience of leading and developing national volunteering programmes within the charity, retail, community or not-for-profit sectors. • Experience of developing and implementing strategic plans and improvement programmes. • Experience of managing teams and delivering organisational growth through volunteering.

	<ul style="list-style-type: none"> • Experience of volunteer recruitment, retention, engagement and development. • Experience of partnership working with businesses, community organisations and external stakeholders. • Experience of managing budgets, resources and performance. • Experience of safeguarding, risk management and quality assurance. • Experience of organisational change, service development or growth initiatives. • Experience of using data, insight and feedback to improve performance and volunteer experience.
<p>Skills</p>	<ul style="list-style-type: none"> • Strong understanding of volunteering best practice and volunteer engagement. • Knowledge of contemporary charity retail and volunteer-led operating models. • Strategic leadership and people management skills. • Excellent communication, influencing and relationship-building skills. • Strong organisational, planning and project management skills. • Ability to analyse information and make evidence-based decisions. • Strong stakeholder engagement and partnership development skills. • Knowledge of safeguarding, health and safety and governance requirements relating to volunteering. • Commitment to inclusion, diversity and community engagement. • Passion for improving outcomes for disabled children and their families.
<p>Leadership Expectations</p>	<p>As a member of the Charity Leadership Team, the postholder will:</p> <ul style="list-style-type: none"> • Contribute to the strategic leadership and development of Newlife. • Act as an ambassador for the charity and its values. • Foster a culture of inclusion, collaboration and continuous improvement. • Lead by example and demonstrate Newlife's values in all aspects of their work. • Support organisational growth, innovation and sustainability.

	<ul style="list-style-type: none">• Work collaboratively across departments to maximise impact, reach and opportunities for disabled children and their families.• Demonstrate a strong commitment to the rights, inclusion and participation of disabled children and their families, ensuring their voices and experiences inform service development and decision-making.
Other	<ul style="list-style-type: none">• Experience of employer-supported volunteering programmes.• Experience of community engagement or volunteer centre management.• Knowledge of volunteer management systems and digital engagement tools.• Relevant management or leadership qualification.