



Job description

Job title: LitterHeroes Programme Manager

Reports to: Volunteering and Community Engagement Manager

Department: Volunteering and Community Engagement Team

Salary: £27,665.16p.a. - £34,581.45p.a. dependent on hours

Contract: 30-37.5 hours per week

Location: Home based with some travel within England

1. Purpose of the job

To develop, manage and coordinate the Keep Britain Tidy LitterHeroes programme. The role will engage with our dedicated volunteers in both the LitterHeroes and LitterHeroes Ambassadors networks who are taking action on litter across the country.

The aim of this role is to develop and deliver the programme to increase the impact our volunteers can have. The post holder will expand engagement with Keep Britain Tidy LitterHeroes and LitterHeroes Ambassadors and increase their support, knowledge, and ultimately the action they take.

The role will manage these two networks of volunteers, providing advice; supporting them to take action in their local community; supporting them to promote Keep Britain Tidy's campaigns; developing online support systems and measuring and communicating the impact of the work they do.

2. Principal accountabilities

1. To manage and develop the Keep Britain Tidy LitterHeroes and LitterHeroes Ambassadors networks.
2. Develop and deliver the LitterHeroes programme project plan, meeting the key performance indicators agreed with the project funder. Report regularly on progress to funders, ensuring key performance indicators and budget is met.
3. Work towards recruiting a diverse volunteer base, which will include the attraction, onboarding and training of new volunteers.
4. Manage the LitterHeroes programme and provide support and advice towards volunteering activity.
5. To consult with our existing LitterHeroes networks to help develop and shape a dynamic programme to ensure maximum impact

Date: November 2024

6. Ensure the development and delivery of a marketing and recruitment strategy to recruit a targeted number of new LitterHeroes from across the country
7. Develop and implement changes in the online presence for #LitterHeroes and #LitterHeroes Ambassadors, improving the volunteer experience, liaising with the marketing and communications team for relevant support.
8. Review, improve and manage health and safety policies and guidance for volunteer activities.
9. To develop relationships with a range of stakeholders to promote and develop both the programme and the work of Keep Britain Tidy
10. Design and develop resources, materials and tools in support of the LitterHeroes programme.
11. Develop a longer term LitterHeroes programme plan with key events and milestones planned in
12. Proactively make connections with other programmes across the charity to explore opportunities for joint working and to increase impact.
13. Contribute to funding applications and monitor progress in accordance with grant conditions.
14. Write press releases, liaise with the media, do interviews where appropriate and responding to general enquiries as they arise.
15. Use social media platforms (e.g. Facebook, Twitter, Instagram) to promote the LitterHeroes network.
16. Carry out 'community management' of the LitterHeroes and LitterHero Ambassadors Facebook pages.
17. Be responsible for the content creation and build of monthly newsletters for both the #LitterHeroes and #LitterHeroes Ambassador communities. Working across the charity to seek out relevant news stories, engagement opportunities and policy updates for the audience.
18. Take responsibility for organising and hosting quarterly webinars for the Ambassador community, to disseminate key pieces of information and campaign briefings and also as an opportunity for Ambassadors to share knowledge and advice peer to peer.
19. Develop, manage and promote online tools, such as Collect & Count, to demonstrate volunteer activity and the programme's success.
20. Maintain accurate volunteer data collection and regularly review stored data in line with GDPR, i.e. CRM system.
21. Encourage volunteers to use online tools to measure and report their impact to demonstrate the programme's success.

22. To be responsible for the Health and Safety of themselves and to cooperate under the Health and Safety at Work Act (1974) to ensure safe working practices are maintained.

23. To undertake other related tasks as maybe determined from time to time.

3. Budget responsibility and decision making

The post holder will:

- Manage and report on project budget and look for further funding opportunities for the LitterHeroes programme
- Procure goods and services using the company credit card and invoice system in support of the project.

4. Supervision of employees – complexity of leadership, number of direct reports, reporting level

- Line manage #LitterHeroes Project Coordinator Operates as part of the Volunteering & Community Engagement Team
- Reports to the Volunteering & Community Engagement Manager
- Provides liaison and support to the LitterHeroes and LitterHeroes Ambassadors networks.

5. Contact with others – level of customer contact internal/external

- Works and builds relationships with external stakeholders, influencers and funders.
- Works within Keep Britain Tidy and externally to raise the profile of the LitterHeroes programme.
- Creating and maintaining strong relationships with LitterHeroes programme volunteers.

Person Specification

Experience, Knowledge and Skills	Essential	Desirable	Method of Assessment
Relevant qualification or equivalent experience	✓		Application and interview
Excellent and proven project management skills	✓		Application and interview
Experience and understanding of working with communities and volunteers with experience of developing and managing volunteer networks	✓		Application and interview
Experience of monitoring and evaluating project outputs and outcomes to demonstrate success.	✓		Application and interview
Good working knowledge of key environmental challenges	✓		Application and interview
Excellent written and verbal communication skills, including experience and confidence in speaking to different community sectors, report writing and delivering presentations	✓		Application and interview
Experience of generating content for and managing social media channels including Twitter, Facebook and Instagram, and writing press releases and dealing with the media.	✓		Application and interview
Proven experience of managing volunteers and running events	✓		Application and interview
Experience of managing budgets and financial reporting	✓		Application and interview
Experience of managing the Health and Safety of a volunteer network.	✓		Application and interview
Experience of networking confidently with other organisations	✓		Application and interview
A genuine commitment to the principles and goals of Keep Britain Tidy, passionate about the environment and keen to make a difference.	✓		Application and interview
Other requirements			
An ability and willingness to work evenings and weekends as required and to spend short periods of time away from home as required for project work or special events.	✓		Application and interview
Right to work in the U.K. with immediate effect.	✓		Application
A full valid UK Driving Licence	✓		Application