

Vacancy Information Pack



Regional Poppy Appeal Manager – London Poppy Days & Partnerships

Closing date: 14th April 2024



RBL
ROYAL BRITISH LEGION

Thank You

Thanks for your interest in this role and working for the Royal British Legion Poppy Appeal team.

At the Royal British Legion, we believe in building on potential. As Regional Poppy Appeal Manager: London Poppy Day & Partnerships, your ability to plan and deliver the Royal British Legion's flagship fundraising event, London Poppy Day, and support the regional Poppy Appeal teams by developing nationwide partnerships with groups and organisations to maximise Poppy Appeal volunteer coverage, could have a real impact on people's lives.

At its heart, RBL is a people organisation. People who want to do the very best for others, while at the same time making the most of the opportunities and experiences, we offer them.

We are the country's largest Armed Forces charity, with 210,000 members, 50,000 volunteers and a network of partners and charities; helping us give support wherever and whenever it's needed.

As London and City Poppy Day Lead, you will be responsible for one of the most high-profile events in the UK and the annual Poppy Appeal. This role calls for significant levels of cross-organisational engagement and demonstrable leadership and planning traits.

London Poppy Day is the flagship event of the annual Poppy Appeal. It involves thousands of volunteers and uniformed service personnel, high-profile celebrity and VIP supporters, regional and national media and blue-chip organisations across London.

As a directorate we commit to ensuring our supporters feel valued, and driven to deliver fundraising that is effective, agile and sector leading. We do this by putting supporters at the heart of everything we do and our people first. We embed a learning culture in our teams where process improvement and innovation are embraced and celebrated.

So, if you want to give your days meaning. To put your passion into a role with real impact. To support people and be supported yourself. In an inclusive team that faces every challenge together. Whatever your interests and ambitions, we think you'll find a role here that works for you, with career opportunities right across the UK. If this sounds like you, please read on and consider putting in an application.

Thank you for taking the time to read through our pack.



Job Description

Job Title: Regional Poppy Appeal Manager – London Poppy Day & Partnerships

Reporting To: Senior Manager – Poppy Appeal

Role Purpose:

To plan and deliver the Royal British Legion's flagship fundraising event, London Poppy Day (LPD) and support the management and delivery of Poppy Appeal national partnerships, ensuring income and impact are maximised to support the overall objectives of the Poppy Appeal.

Key Responsibilities:

Event Management

1. London Poppy Day is the flagship event of the annual Poppy Appeal, raising over £1M in a one-day street collection across central London. It involves thousands of volunteers and uniformed service personnel, high-profile celebrity and VIP supporters, regional and national media and blue-chip organisations across London.
2. This role will plan and deliver LPD, working with a cross-organisational project team, and work closely with Regional Poppy Appeal Managers across the country, overseeing the logistical delivery of partnership activity in their regions.
3. The role will ensure risk management processes are in place and that all agreed activity across LPD and regional Poppy Appeal activity for partnerships and corporates complies with relevant policies, regulatory guidance, and legislation.

Stakeholder Relationship Management

1. This high-profile role will need to be able to influence at all levels of the organisation, ensuring that LPD and agreed regional activity have the necessary internal support to ensure their success.
2. The role will work with key external stakeholders, engaging with an established network of influential volunteers, event sponsors and Poppy Appeal partner organisations.

Fundraising

1. The role will be responsible for achieving the agreed income targets for LPD (circa £1M) and responsible for delivering against the agreed expenditure budget for LPD (circa £100K)
2. This role will also conduct a review process, make recommendations for future activity for LPD and our approach to managing large partnerships, and support with crossover projects that benefit the wider delivery of the Poppy Appeal, undertaking such tasks as may be required by the Senior Manager and Head of Poppy Appeal team, that is consistent with the nature and grade for this post.

This job description reflects the current scope of duties and responsibilities of the role.

The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

General

- To live The Royal British Legion's shared values (Service; Collaboration; Passion; Excellence; Valuing our people) in the way you work and engage with others - the fundamental beliefs and qualities of who we are and what we do.
- To be responsible for your own health and safety and that of your colleagues, enacting Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
- To uphold the requirements of the General Data Protection Regulations and Data Protection Act 2018.
- To maintain required levels of confidentiality regarding information that you come to possess in the course of your work which is commercially or personally sensitive.
- To be inclusive and equitable in your treatment of any parties you engage with through your duties, upholding RBL's Diversity & Inclusion policy and ensuring that we act as an equal opportunities employer and in accordance with the Equality Act (2010).

Person Specification

Criteria	Essential / Desirable	How to be measured
Qualifications		
Full UK Driving Licence	E	Application/Certificate
Knowledge & Experience		
Strong volunteer management skills and experience of building high performing teams	E	Application/Interview
Event management experience	E	Application/Interview
Experience of setting, managing and delivering budgets (up to £2M)	E	Application/Interview
Experience of monitoring effectiveness of activity through KPIs and other measurement tools.	E	Application/Interview
Experience of community fundraising and/or volunteer management	E	Application/Interview
Experience risk assessing activity and following compliance guidelines	E	Application/Interview
Experience of working within the charitable sector	E	Application/Interview
Experience of handling media enquiries and media interviews	E	Application/Interview
Skills & Attributes		
Ability to engage with and influence key stakeholders in the local community.	E	Application/Interview
Empathy with mission, objectives and values of Royal British Legion	E	Application/Interview
Good IT Skills – Intermediate MS Excel, Outlook, Word and presentation skills.	E	Application/Interview
Strong planning and organisational skills, able to prioritise workloads to meet demanding operational requirements.	E	Application/Interview
Effective interpersonal and influencing skills – able to engage effectively with a wide range of audiences	E	Application/Interview
Effective communication skills – written and verbal.	E	Application/Interview
Strong team player able to work effectively with diverse client groups	E	Application/Interview

During the selection process, we will also use values-based competency assessment to understand your alignment with RBL's values.

Service

We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.

Collaboration

We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.

Passion

We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.

Excellence

We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn.

Valuing our People

We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone's contribution.

Offer Terms

Work Pattern

35 hours per week, Monday-Friday, 9am-5pm (Some evening and weekend work may be required), Flexible working applications will be considered)

Location

You will be contracted to our London Hub, Haig House. Under our Future Working framework, there will be some flexibility for working remotely/at home, using our collaboration tools to work with colleagues but with a minimum expectation of two days/week connecting directly face-to-face with colleagues at the hub.

Compensation

£41,172 to £44,232 (Inclusive of London Supplement)

Employee Benefits

- 28 day's paid holiday per year (plus bank holidays), increasing to 29 days after 2 years and 30 days after 5 years. Plus the ability to buy up to 1 working week of additional leave
- Contributory pension scheme – min 2% employee contribution receives 6% employer contribution up to max of 10% employer contribution matched with 5% employee contribution (until 5 years' service reached, when 14% employer contribution achievable)
- Death-in-service Life Assurance, with a benefit of 3x annual salary
- Employee Assistance Programme
- Season Ticket and Rental Deposit Loan Schemes / Cycle to Work Scheme
- Reward Hub online benefits platform with extensive offers and discounts

Working for RBL

RBL employs c 1,900 people across the country campaigning on behalf of the Armed Forces community, delivering support services to them, leading Remembrance on behalf of the nation, raising funds to support our work and developing and running the organisation and our network of membership branches.

We work collaboratively across our workforce and operate flexible hybrid working practices in our major hub offices, using the latest technology to stay connected with colleagues, members, and beneficiaries. We come together around our common [purpose](#), and our values.

RBL is modernising, and we are ambitious to deliver more for the communities we support. We are becoming a more inclusive, flexible, customer-focused, data-driven, and collaborative organisation. But don't just take our word for it. Read our employee stories [here](#), and about our impact [here](#).

It's therefore an exciting time to be part of both changing the lives of our customers and changing the organisation and its future capacity and capability. This presents considerable opportunities for learning within role, and possibilities for career development...And, of course, the satisfaction that

comes with knowing that you are making a real difference to the lives of those who serve/have served our country, to keep us safe and to protect our democratic freedoms and way of life.

Diversity, Equality and Inclusion

We are committed to building a truly inclusive organisation of diverse people and perspectives.

We actively engage in a programme of work to develop our practices and we have set out [our commitments](#) to realise this ambition. We will keep listening, learning, and sharing our progress and impact.

We are Disability Confident employer, signed up to Race Equality Matters and Pride In Veteran standards.

We guarantee an interview to any applicant who declares a disability or/and are part of Armed Forces community on application and whose application demonstrates that they meet the Essential criteria of the role, as set out in the Person Specification.

How to Apply

Your application should be submitted through our jobs site at [Find A Role | Careers | Royal British Legion](#).

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