

Vacancy Information Pack



# Regional Poppy Appeal Manager – North West England & Northern Ireland

Closing date: 12<sup>th</sup> May 2024



**RBL**  
ROYAL BRITISH LEGION

# Thank You

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

We are looking for an enthusiastic Regional Poppy Appeal Manager with the ability to lead and inspire a regional team of Poppy Appeal Managers who support the delivery of the Poppy Appeal through our network of volunteers, regional and national partners and supporters.

At its heart, RBL is a people organization. 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 net of partners and charities; helping us give support wherever and whenever it's needed.

As a Regional Poppy Appeal Manager, and as a member of the Poppy Appeal Management team, you will be responsible for ensuring the Poppy Appeal team across the North West and Northern Ireland is planning and delivering volunteer activity in line with the Poppy Appeal strategy.

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.

Kind regards,  
Judith Reay  
Senior Manager – Poppy Appeal



# Job Description

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**Job Title:** Regional Poppy Appeal Manager – North West & Northern Ireland

**Reporting To:** Senior Manager – Poppy Appeal

**Role Purpose:**

To lead and inspire a regional team of Poppy Appeal Managers who support the delivery of the Poppy Appeal through our network of volunteers.

**Key Responsibilities:**

**Strategic**

1. Ensure the regional poppy appeal team is planning and delivering volunteer activity in line with the Poppy Appeal and Fundraising strategy.
2. Ensure that agreed volunteer led activity is supported and promoted.
3. Manage the regional team's expenditure to ensure that the agreed net contribution is achieved.
4. Ensure insights and feedback from key activity in the region is shared with the wider management and community fundraising leadership team through review processes and team meetings.

**Operational**

1. Manage the regional team's monthly financial management accounts process, providing clear and detailed commentary on income and expenditure.
2. Contribute to the annual budget cycle with income and expenditure figures for quarterly reforecasting and annual budget setting.
3. Ensure the team follow the supporter journey stewardship model and strive to deliver to high standard.
4. Oversee the creation of a long-term income pipeline for the region.
5. Manage key local relationships, (membership, partners, local authorities, Armed Forces and influencers).
6. Work collaboratively with internal teams – Membership, Regional PR, Events, Network Engagement.
7. Ensure that all community fundraising activity (including the Poppy Appeal) is compliant, legal and cost effective.
8. Ensure that organisational risk assessments and incident management plans are carried out and in place for the Poppy Appeal and other fundraising activity.

**People & teams**

1. Carry out monthly 121s with direct reports to ensure objectives are met.
2. Arrange and lead monthly team meetings.
3. Carry out quarterly and annual PDR process to a high standard.
4. Ensure that the Legion values are actively displayed by your team.
5. Manage the performance of your team and individuals.
6. Ensure high performers receive the appropriate reward and recognition.

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
<b>Qualifications</b>		
Full UK Driving Licence	E	Application/Certificate
<b>Knowledge &amp; Experience</b>		
Strong people management skills and experience of building high performing teams	E	Applications/Interview
Experience of setting, managing and delivering budgets (up to £8M)	E	Applications/Interview
Experience of monitoring effectiveness of activity through KPI's and other measurement tools.	E	Applications/Interview
Experience of community fundraising and/or volunteer management	E	Applications/Interview
Event management experience	E	Applications/Interview
Experience risk assessing activity and following compliance guidelines	D	Applications/Interview
Working knowledge of Health and Safety legislation and Fundraising regulation	E	Applications/Interview
Experience of working within the charitable sector	E	Applications/Interview
Experience of handing media enquiries and media interviews	E	Applications/Interview
<b>Skills &amp; Attributes</b>		
Ability to engage with and influence key stakeholders in the local community	E	Applications/Interview
Good IT Skills – Intermedidate MS Excel, Outlook, Word and presentation skills.	E	Applications/Interview
Strong planning and organisation skills, able to prioritise workloads to meet demanding operational requirements.	E	Applications/Interview
Effective interpersonal and influencing skills – able to engage effectively with a wide range of audiences	E	Applications/Interview
Effective communications skills – written and verbal	E	Applications/Interview
Strong team player able to work effectively with diverse client groups	E	Applications/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

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## Work Pattern

35 hours per week, Monday-Friday, 9am-5pm

## Location

You will be contracted to your home address, and you will perform most of your work remotely there using our collaboration tools to work with colleagues, with occasional travel (incl. for monthly team meetings). This particular role will require a full UK driving licence. Our ideal candidate will be living in the North West of England who is happy with occasional travel to Northern Ireland.

## Compensation

£36,720 to £39,780 per annum

## 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

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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

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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

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

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