

Vacancy Information Pack



# Poppy Appeal Manager, Birmingham

Closing date: 16<sup>th</sup> June 2024



**RBL**  
ROYAL BRITISH LEGION

# Thank You

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Thank you for your interest in this opportunity to join a great team.

This job vacancy is a great opportunity to be part of one of the Nations's iconic charity Appeals. If you can see yourself in this role, please read on and complete the application form.

I look forward to reviewing your CV and application and look forward to meeting you (if shortlisted) at interview in the coming weeks.

**ANNMARIE JONES**  
Regional Poppy Appeal Manager – NE/NW Midlands



# Job Description

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**Job Title:** Poppy Appeal Manager  
**Reporting To:** Regional Poppy Appeal Manager

**Role Purpose:**

To achieve agreed income, expenditure, and contribution.

To coordinate all Poppy Appeal activity in their area, ensuring that supporters and other key stakeholders (members, local authorities, partners etc.) receive the support necessary to maximise the impact of the appeal.

To manage day-to-day relationship with supporters ensuring all financial activity is cost effective and compliant. To ensure that all supporters have a great experience whilst supporting the Legion, ensuring that the necessary support and help is available.

**Key Responsibilities:**

**Income, expenditure & contribution**

- With support from your Regional Poppy Appeal Manager, produce an income and expenditure budget for your area.
- Provide accurate and timely monthly commentary to your manager.
- Identify, plan and monitor progress of key activity (in the regional fundraising plan) to deliver the income and expenditure set out in the budget/reforecast.
- Manage the activity of a range of local supporters and partners (Poppy Appeal Organisers, other volunteers, regional corporates, and organisations) in order to achieve income budget/forecast.

**Relationship management**

- Manage an agreed number of relationships across your area, ensuring that your supporters have the tools, resources, and support necessary to maximise their fundraising activity.
- Develop and support a portfolio of regional corporate partnerships.
- Work with key internal partners (membership, operations, PR, etc) at the local level to achieve the above.
- Ensure any issues are dealt with effectively at the local level with support from the Poppy Appeal leadership structure.
- Ensure that appropriate reward and recognition activity is planned and delivered ensuring that key supporters and partners get access to national opportunities.

**Poppy Appeal activity**

- Recruit and induct new Poppy Appeal Organisers (PAO).
- Ensure that PAO have appropriate tools and resources to maximise the impact of the appeal, and that these are proportionate to the activity taking place and income raised.
- Identify training needs, particularly as a result of audit or annual return process.
- Carry out PR/media activity with support from the Regional PR team.

- Plan and coordinate the Poppy Appeal launch ensuring that key internal and external partners are involved.

### **Other**

- Carry out other tasks as directed by your manager, head of Department or Director.
- Represent the legion locally carrying out engagement activity and providing updates to key stakeholders.
- To comply with all legion policies and procedures.

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/Licence
<b>Knowledge &amp; Experience</b>		
Good commercial knowledge to ensure suitable ROI in both investment and effort.	E	Application/Interview
Evidence of financial management skills; set and deliver income targets of up to £800,000.	E	Application/Interview
Takes ownership of planning income/expenditure budget and responsible for supplying monthly commentary to manager.	E	Application/Interview
Experience of creating and managing great supporter relationships with volunteers to deliver agreed objectives and income targets	E	Application/Interview
Experience of fundraising, sales and/or customer service environment.	E	Application/Interview
Experience of planning multiple activities and/or events throughout the year.	E	Application/Interview
<b>Skills &amp; Attributes</b>		
Strong planning and organisational skills	E	Application/Interview
Good IT Skills – Intermediate MS Excel, Outlook, Word, and presentation skills	E	Application/Interview
Strong team player able to work effectively with diverse client groups	E	Application/Interview
Ability to assess the commercial implications of decisions and to act in a manner that makes optimal use of organisational resources	E	Application/Interview
Ability to engage with and influence key stakeholders in the local community	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

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## Work Pattern

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

## Location

You will be expected to travel regularly in the course of your work including regularly round Birmingham. You will be contracted to your home address, where you will be expected to work, when not travelling. Please be aware a full UK driving licence is required for this role.

## Compensation

£28,458 to £30,830 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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