

Vacancy Information Pack



# Senior Volunteer Experience Manager

Closing date: 21<sup>st</sup> April 2024



**RBL**  
ROYAL BRITISH LEGION

# Thank You

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Thank you for your interest in this opportunity.

I am thrilled you are keen to join our Poppy Appeal team. The appeal holds a special place in society each November. As the custodians of the UK's largest charitable appeal (c£50million) our aim is to protect and strengthen the Poppy Appeal, ensuring people are able to remember for generations to come.

If you are an experienced communicator and customer / supporter journey specialist skilled at driving acquisition / recruitment campaigns, please read on.

We are looking for a strategic thinker with expert communication skills and a hunger for recruitment. Volunteers are the life blood of the Poppy Appeal. We had c52,000 volunteers in the 2023 appeal. More volunteers mean more poppies out in the streets and supermarkets, giving more opportunities for the public to remember and more support for our Armed Services Community. To ensure the Poppy Appeal goes from strength to strength we need not only more volunteers but to evolve the way we do things, finding easier ways for people to support us.

The experience our volunteers have with the Royal British Legion and the Poppy Appeal is equally important. We are privilege to meet people daily who have volunteered for the appeal for 50+ years. This role is accountable for the strategic design and delivery of this experience, maximising engagement and minimising attrition.

You will be passionate about volunteers and giving them a best in class supporter journey. You will be collaborative and solutions focused, excited to drive forward our experience work and meet the challenges we face along the way.

If this sounds like you, please read on to help you consider putting in an application. I look forward to reviewing your experience and motivations and maybe meeting you in the coming weeks.

Kind regards,

Tamsin Fraser  
**Head of Poppy Appeal**



# Job Description

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**Job Title:** Senior Volunteer Experience Manager

**Reporting To:** Head of Poppy Appeal

## Role Purpose:

The Royal British Legion's Poppy Appeal is the largest charitable appeal in the UK. The Senior Volunteer Experience Manager is a key role to protect and strengthen the appeal ensuring this key element of remembrance tide is protected for future generations to come.

Volunteers are the bedrock of the appeal which relies on tens of thousands of them to take to the streets and supermarkets with our Poppy raising c£50 million annually to support our services community. We are looking for a marketing and communications professional to design and lead the acquisition and retention programme of our volunteers. Working with other departments internally this role will find, know, recognise, support and empower our volunteers to deliver The Poppy Appeal each year.

This programme of work will not just be about developing successful acquisition and retention strategies, it will also be about working with the senior management team to develop the volunteer model to meet the audience needs whilst protecting and evolving the appeal. You will be accountable for delivering inspiring journeys that maximise engagement and fundraising and evolve the charities use of data and platforms to give our supporters the best experience possible.

## Key Responsibilities:

### 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	Licence
<b>Knowledge &amp; Experience</b>		
Significant experience of management and development of geographically dispersed teams	E	Application / Interview
Proven experience of effectively planning and managing multiple projects	E	Application / Interview
Experience of setting and managing significant income and expenditure budgets	E	Application / Interview
Demonstrable experience of developing and managing new business activity to increase income.	E	Application / Interview
Experience and knowledge of H&S legislation in relation to fundraising	E	Application / Interview
Experience of working closely with key supporters and partners	E	Application / Interview
Experience of monitoring effectiveness of activity through KPIs and other measurement tools	E	Application / Interview
<b>Skills &amp; Attributes</b>		
Strong IT Skills – Intermediate MS Excel, Outlook and Word, and presentation skills.	E	Application / Interview
Strong interpersonal and influencing skills – able to engage effectively with a range of audiences	E	Application / Interview
Strong commercial and numeracy skills, able to ensure appropriate resources are deployed to maximise returns on effort and investment	E	Application / Interview
Resilience, able to manage change	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

Your contractual place of work will be homebased. You will be expected to travel regularly in the course of your work. You will be contracted to your home address, where you will be expected to work – using our collaboration tools – when not travelling.

## Compensation

£47,736 to £50,388 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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