

<b>Role</b>	<b>Marketing Recruitment and Events Officer</b>
<b>Location</b>	Central London
<b>Salary</b>	£23,424 - £24,579
<b>Reports to</b>	Marketing Manager
<b>Closing date</b>	22 April 2019 at 11:59pm

### Introduction to Raleigh International

Raleigh International is a youth-led sustainable development charity. We focus on working for and with young people to inspire and make positive change in four areas: promoting youth in civil society, providing access to safe water and sanitation, protecting vulnerable environments and building livelihoods and enterprises.

Our way of working to achieve impact is by engaging young volunteers through delivery programmes: Raleigh Expedition, International Citizen Service (ICS), a UK government-funded development programme, and national youth programmes where we work solely with local youth volunteers in-country.

By working through youth, we develop young leaders and ensure young people are connected, valued partners in development.

### Our Values

Our values are at the heart of our work. They guide how we do what we do. They are shared by our staff, supporters, volunteers, project partners and the communities with whom we work.

- **Find the courage**  
We find the courage to step out of our comfort zone and create change.
- **Never give up**  
We have the grit, determination and resilience to get the job done.
- **Open to discovery**  
We are open-minded to trying new things and learn from one another.
- **Act with Integrity**  
We act with honesty and respect, and we take responsibility for doing what we say.
- **Create Impact together**  
We seek to maximise long-lasting impact in everything we do.

## The Team

This position is part of the Expedition team that is responsible for the marketing, recruitment and support of volunteers onto the Expedition programme.

The marketing and recruitment function aims to create awareness of the Expedition programme through multiple channels and partnerships to generate leads and convert them to applications. It is responsible for ensuring that all marketing materials follow Raleigh's branding and communication strategy, including brand guidelines, key messages, PR, marketing collateral, the ongoing maintenance and development of the Raleigh website, digital-marketing initiatives, events and advertising.

For Raleigh Expeditions we recruit UK and International volunteers (17-24 years old) and volunteer leaders (25-75 years old) to facilitate the young peoples' experience and support the overall Expedition delivery. These leadership roles include project managers, logistic coordinators, administrators, medics, photographers, interpreters, communication officers, adventure project managers. These volunteers are crucial to the safe and effective delivery of our programmes.

## Overall Purpose of the Role

As Raleigh International's Marketing Recruitment and Events Officer, you will have responsibility for volunteer manager recruitment, engagement and events. You will also support the recruitment of volunteers (17-24 years old) onto the Expedition.

## Principle Accountabilities and Responsibilities

### Strategy and Planning:

- Work with the Volunteer Journey function, Volunteer Journey Officer (Leaders) and Medical team to define target audiences for the various roles Volunteer Managers roles and gather insights and understand challenges and opportunities.
- Develop a recruitment plan and event schedule to meet target applications from prospective Volunteer Managers (VMs).
- Contribute to the recruitment plan and event schedule for prospective Volunteers.
- Ensure plans fit within the overall marketing, Recruitment and Partnership strategy.
- Contribute to the VM Marketing Plan overseen by the Marketing Manager and Senior Digital Marketing Officer.
- Implement, monitor and analyse the effectiveness of the recruitment and event plans and work in an agile way to adapt plans to the dynamic organisational and customer needs.
- Contribute to the reporting on our key performance indicators.

### Marketing:

- Lead the production of VM copy and marketing information updates tailored to the customer needs and expectations.
- Regular engagement with contacts by writing e-newsletters to encourage applications.
- Contribute to the digital copy generation, executed by the Senior Digital Marketing Officer, for social media channels to effectively communicate with target audiences and network and promote relevant discussions.
- Create content such as emails, e-newsletters and other marketing materials to engage influencers with Raleigh's programmes and promote our events.

- Contribute and support the wider marketing and recruitment function to support general marketing initiatives and campaigns.

#### **Volunteer Manager & Volunteer Events:**

- Organise, optimise and present at events to recruit Volunteers and Volunteer Managers onto Raleigh's Expedition programme.
- Organise and deliver Raleigh's in-house and online Expedition Information events
- Create and deliver presentations including a variety of content around youth engagement in international volunteering, sustainable development, and gap years experiences.
- Ensure recruitment presentations and workshops are up to date with messaging and branding.
- Recruit Alumni volunteers to support and deliver Raleigh talks and attend recruitment fairs.
- Follow up and convert leads acquired at recruitment events.
- Evaluate, review and report on Raleigh's events programme.
- Maintain accurate and detailed records of contact with all target educational establishments and leads.
- Manage the processing of event expenses in coordination with the Marketing Manager.

#### **Customer Service:**

- Handle incoming enquiries from potential volunteers, via email, phone, Facebook Live or the Raleigh website.
- Build relationships with prospective Volunteers and Volunteer Managers in a recruitment capacity, answering all application queries in a positive and engaging manner.
- Maintain and develop relationships with potential advocates or partners for Raleigh to encourage referrals.

#### **Alumni Word of Mouth (W.O.M):**

Alumni word of mouth is a key factor in Volunteer and Volunteer Manager recruitment signups. In this role you will lead the Alumni W.O.M plan in collaboration with the Communications team. This includes but is not limited to:

- Develop and deliver a plan to effectively engage Alumni in Marketing and Recruitment initiatives.
- Engage Alumni to talk at events. Create, coach and tailor presentations for Alumni to speak at events.
- Coordinate a photo competition in each country for each Expedition cycle to generate W.O.M marketing messaging.
- Work with the Content Officer to generate quality case studies from Alumni (or current Expedition volunteers) for Volunteer and Volunteer Manager roles.
- Find new ways to engage Alumni in the work that you do.

#### **Other:**

- Implement marketing or event activities for other Raleigh audiences.
- Contribute to the continuous improvement of internal systems and processes.
- Share best practice, ideas, learnings and successes within the team and organisation-wide to maximise the effectiveness of marketing and recruitment activities.
- Support the general delivery of marketing and recruitment events, as required.

## Person Specification

### Essential

- Commitment to the aims, ethos and culture of Raleigh International.
- Self-starter with an enthusiastic, positive and flexible attitude.
- Experience in a recruitment and event engagement role.
- Ability to provide excellent customer service to a wide range of enquiries, applicants and volunteers.
- Excellent relationship building skills.
- Excellent interpersonal and communication skills, both written and verbal.
- Confident in delivering presentations to a variety of audiences.
- Confident and enthusiastic selling manner face-to-face and over the phone.
- Ability to form effective professional relationships to meet both organisations' needs.
- Evidence of ability to work as part of a team and without close supervision.
- Ability to work collaboratively within a team and across departments.
- Excellent administration skills and attention to detail.
- Ability to multi-task and prioritise workload to meet deadlines.
- Aptitude for thinking, in terms of opportunities and possibilities, and can generate new and creative ideas – eg. is not afraid to think 'outside of the box'.
- Understanding of the need to maintain confidentiality over personal information relating to Raleigh staff and volunteers.
- Competent with IT – eg. Microsoft Office & Outlook.
- Willingness to attend evening or weekend activities and a flexible approach to the hours worked to meet the demands of the role.

### Desirable

- Knowledge of Raleigh's work and first-hand experience of a Raleigh Expedition / programme.
- Passion for/ experience of presenting to a youth audience.
- Experience of working with databases, analysing data and writing reports.
- Previous volunteer management experience.
- Experience of using social media professionally or to campaign for something you believe in.
- Understanding of UK education systems, gap year and international volunteering markets.

## Other Information

### Holiday entitlement

The holiday entitlement is 25 working days per year, plus 8 public holidays.

### Office hours

Normal office hours are Monday to Friday, 9.00 am - 5.00 pm, though staff can vary their start and finish times between 8.00 am – 4.00 pm and 10.00 am – 6.00 pm.

Weekend, early morning and evening working will be required in the following circumstances: to attend events, meeting, support training, or go on overseas field trips.

This role requires you to deliver one evening event per month which will not attract Time Off In Lieu (TOIL), unless the event is outside London and requires travelling time to return to the office.

Weekend, early morning and evening working will be required in the following circumstances: to attend events, meeting, or support training. This weekend and evening work will receive TOIL.

### **Employment eligibility**

To be considered for this role applicants must have the right to live and work in the UK.

### **Safeguarding and Vulnerable Adults**

Raleigh International is committed to ensuring the health, safety, welfare and development of all young people with whom it works regardless of gender, age, stage of development, disability, sexual orientation, religion, culture or ethnicity. All participants who take part in activities organised by us should enjoy taking part in these without fear of harm. We guide all staff and volunteers to show respect for and understanding of young people's rights and their safety and welfare and by so doing, conduct themselves in a way that reflects our principles.

### **Anti-Corruption Policy**

It is Raleigh International's policy to conduct organisation business honestly, and without the use of corrupt practices or acts of bribery to obtain or receive an unfair advantage.

Raleigh is committed to ensuring adherence to the highest legal and ethical standards of organisation conduct. This must be reflected in every aspect of the way in which we operate. We must conduct all our dealings with integrity. Bribery and corruption harms the societies in which these acts are committed and prevents economic growth and development.

Any breach of Raleigh's policy will be regarded as a serious matter and will be dealt with under our disciplinary procedure. In serious cases, it may be treated as gross misconduct leading to summary dismissal.