

JOB DETAILS

Position Title	Head of Volunteering
Reports to	Director of Safety, Operations and Governance
Line Responsibility for	Marketing & Recruitment Manager Volunteer Journey Manager Re:Green Programme Manager
Department	Safeguarding, Operations and Governance
Location	Raleigh UK Office, London
Contract	Full-time, permanent
Salary	£ 51,224 – 54,471
Other benefits	See Recruitment Pack

JOB PURPOSE

The Head of Volunteering a key role in the organisation, responsible for the design, content, purpose and positioning of Raleigh’s volunteering programmes. The role has strategic oversight for quality assurance of the programmes and supports efficiency, cohesiveness and accessibility of the volunteer journey from marketing, recruitment and support for both volunteers and volunteer leaders on the international Expedition and UK programme (Re:Green). It is a global role, working alongside colleagues in the UK and overseas, ensuring the programmes are impactful, relevant, funded, well-run and efficient.

They will oversee the identification of target audiences in the UK and overseas for volunteer and volunteer manager positions and ensure the implementation of clear positioning and messaging to attract them, in collaboration with the Communications and Digital Marketing Team. They will monitor the recruitment funnel to ensure we have the right volunteers and volunteer managers and we achieve our programmatic outcomes and our financial targets. The role has budget responsibility for £2.5m income and £500k expenditure.

The role is located within the Safety & International Operational Support (SIOS) team but has linkages across the organisation.

JOB CONTEXT

Now is the moment to renew, refresh, revitalise and relaunch our core volunteering programme, Raleigh Expedition, and to launch our new Re:Green programme – both must meet the challenges faced by this generation of young people. We will ensure all of our programmes continue to engage and ignite the passions and continued contribution of volunteers around the world.

Raleigh Expedition has over 35 years’ experience of delivering meaningful leadership development programmes and creating impact with communities around the world. The programme remains unique in its global scope, history and ambition. It provides a solid foundation on which to continue and help young people meet the challenges of the post Covid-19 world.

We will apply our new vision, mission, and theory of change to our programmes. We will review our financial model, delivery format and look at how we can embrace new technologies. We will ensure we develop a truly inclusive programme, reaching a broader audience and engage a more diverse range of young people. We will focus on the views of young people in our global consultation so that Raleigh Expedition and Re:Green is fit to help them deliver their vision for the world. We will support young people from across the world by building their skills, broadening their horizons and global outlook, and developing their values through challenge-based experiential learning. We will support young people to develop themselves, find their people and the issues they care about, and understand their place in the world. We will ensure our volunteering programmes remain a key pathway to continued engagement of future generations of contributors, collaborators, and initiators of change.

Change starts here.

Links

[Tomorrow is Too Late](#) – the research findings of a global consultation with young people
[Now is the Moment](#) – Raleigh International’s 2020 to 2021 Bridging Strategy
[Action Not Excuses](#) - a global youth-led environmental campaign supporting 100,000 young people to create green jobs, fight for zero waste and pollution, and reverse deforestation.

KEY ACCOUNTABILITIES:

Description

Volunteer Programme (Expedition & Re:Green) Review, Design and Positioning

- Lead a review of the Expedition product in collaboration with Programmes and Operations team to ensure it fits with Raleigh's strategy
- Oversee the continued development and delivery of the Volunteer Programmes so they attract sufficient funding to secure their long-term viability while also creating the impact that Raleigh's Strategy requires. This includes ensuring that the products continue to appeal to volunteers (content, price, dates, length); meeting income targets, and at the same time young people develop the skills, experiences and social capital to become social change agents.
- Identify and monitor key outcomes for Volunteer Programmes as part of the planning cycle to deliver both the Strategy and the Business Plan.
- Develop and implement a Volunteer Programme quality assurance system, for all stages along the volunteer journey, to ensure that they are delivered to a high standard, complies with safety standards set by the Directorate of Safety and International Operational Support (SIOS) and achieves the specified development impact.

Finance

- Oversee the financial sustainability of the Volunteer Programme business model ensuring effective value for money and that cost recovery targets are met.
- Accountable for setting volunteer and volunteer manager income targets with the Director of Strategic Partnerships, Campaigns and Communications and meeting them.
- Accountable for setting, forecasting and reporting against Expedition and Re:Green marketing, recruitment and volunteer journey budgets and planning for future years.

Marketing and recruitment

- Accountable for overseeing the development and delivery of the volunteer marketing, recruitment and support strategies, to encompass UK and international markets, including Host country volunteers (HCVs), in collaboration with the Communications and Digital Marketing Team.
- Accountable for recruitment of volunteer managers who meet internal quality standards set by the Directorate of Safety and International Operational Support (SIOS) and are fit to be deployed onto Volunteer Programmes.
- Accountable for Raleigh's relationship with international and national referral partners.
- Lead the team on the creation and application of application funnels and reporting mechanisms for all Volunteer Programme volunteers and accountable for performance against KPIs.
- Support the marketing team to define and agree target audiences, positioning and messaging for the Expedition and Re:Green programmes; to seek opinions directly of young people to inform our strategies and plans and to establish systems to regularly gather market data on competitors, youth trends, digital platforms, education and employment of young people and report on demographics and popularity of volunteering programmes.
- Identify barriers to engagement and continually improve messaging and systems to overcome these barriers and increase conversion rates.
- Oversight of the Raleigh bursary scheme, and support to the assessment process as a panel member. Inclusion champion for bursary volunteers.
- Oversee design and continuous improvement of enquiry, application and screening processes for Volunteer Programmes for both direct applicants and

indirect applicants via referral partners.

- Oversee support to international office teams on marketing and recruitment strategy and plans

Volunteer Journey

- Oversee the ongoing review and implementation of an identified volunteer journey and their supporting systems on the Raleigh website.
- Oversee the development of a communications engagement plan for volunteers to minimise withdrawal rates at all stages on the volunteer journey.
- Ensure international offices share learning on the selection and management of nationally recruited volunteer managers and team leaders.
- To oversee volunteer and volunteer manager pre-departure support, including pastoral support, fundraising, flight purchase, visa sourcing.
- Work closely with training development and delivery functions to ensure UK and on-programme training, programme culture and support is relevant to the programme and outcomes.
- To oversee the post-programme journey of engagement so that participants continue as youth activists.

Managing & Developing the Team

- To be a role model in values-driven, resilient leadership, encouraging a collaborative working environment where all team members understand their roles, expectations and are motivated and empowered to deliver them.
- Give coaching and support to direct reports and to be responsible for appraisals, personal and professional development.
- Work with managers and Global Leadership Team (GLT) members to ensure Raleigh staff embody the Raleigh values.
- Share best practice, ideas, learnings and successes within the team and organisation-wide to maximise the effectiveness of engagement activities.
- Set and monitor performance against objectives and KPIs.
- Design and review team structures and strategic priorities.
- Conduct workplace induction for new staff and managers as required.

Strategic Planning and Reporting

- As part of the Global Leadership Team, contribute to the development, implementation and monitoring of Raleigh's organisational strategy, functional strategies and business planning.
- Support Director of Finance and Corporate Services and Director of Safety, Operations and Governance to review legal terms & conditions and volunteer Code of Conduct.
- Provide management information for the Global Leadership Team
- Other activities as required by the Director of Safety, Operations and Governance
- Undertake on-call Duty Manager duties (approx. one week in 5)

PERSON SPECIFICATION

Essential

- Have a strong commitment to Raleigh International's aims and ethos and the vision and ability to support the next stage of the strategic development of Raleigh
- Experience and understanding of a volunteer journey
- Senior management and organisational development experience, including managing budgets and strategic planning experience
- Experience in positioning and creating messaging and evidence of articulating marketing strategy underpinned by consumer insight and external and internal data analysis
- Track record in reporting and analysing data from multiple sources to identify trends and make informed decisions
- Track record in being an innovative problem-solver, results-driven and achieving targets
- Be a values-driven leader, with high levels of integrity and sound judgement, and a collaborative leadership style and proven motivational and supportive people management skills with the ability to take colleagues and staff with you
- Have excellent planning, organisational and time management skills
- Be financially numerate and analytical
- IT literacy: good level of competency with CRM systems and Microsoft Office suite
- Experience in setting and implementing price reviews
- Be resilient, flexible and a good team player
- Enjoy working as part of a rapidly growing and developing organisation
- Have the interpersonal & communication skills necessary to establish and manage collaborative relationships with partner organisations and donors
- Be available and willing to travel internationally
- Willingness to work unsocial hours and weekends

Desirable

- Experience of working with young people
- Knowledge around relevant digital and media platforms
- Experience of building sales through referral partners
- A European language – French, German or Spanish
- Experience either working in or marketing to international markets
- Experience in recruiting young people from diverse backgrounds
- Hold a clean UK Driving Licence

Equity, Diversity & Inclusion

Raleigh International welcomes applicants from all backgrounds, and we are keen to ensure our teams reflect the diversity of the UK and the young people we work with. We are dedicated to greater diversity and inclusion within our own organisation and strive to provide equal opportunities to people of all races, ethnicities, religions, genders, sexual orientations, gender identifications and abilities. We have a 'fair recruitment and selection' policy to help us ensure that our recruitment processes are conducted in a fair, non-discriminatory and legitimate manner. We encourage applications from underrepresented groups to help us deliver our exciting new strategy.

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.

Safety & International Operational Support

