



Job title: Volunteer Engagement and Communication Manager

Location: Flexible – home based or in one of our national offices

Reports to: Head of Community Networks

Introduction to multiple sclerosis and the MS Society

Over 130,000 of us in the UK have multiple sclerosis (MS). It's unpredictable and different for everyone. It's often painful and exhausting, and can cause problems with how we walk, move, see, think and feel. It can make it hard for us to work, and do the things we enjoy. But it doesn't have to be this way.

We're the MS Society – a community of people living with MS, scientists, campaigners, volunteers and fundraisers. We understand what life's like with MS, and we support each other through the highs, lows and everything in between. And we're driving research into more – and better – treatments for everyone. Together, we are strong enough to stop MS.

Purpose

To lead the Engagement and Communication team, ensuring that we have a programme of engagement and communication across our volunteer network, using all appropriate channels and developing a two-way dialogue, ensuring volunteer voice is heard, and that our volunteers understand our work, their roles, and have the skills and knowledge they need to succeed.

To ensure that our communication with volunteers is coordinated, and that the volume, content and tone of communication is appropriate to volunteer and organisational needs.

To lead the development of learning solutions, tools and resources to help volunteers understand and implement changes to policies or systems, and that change is clearly and appropriately communicated to volunteers.

To manage the day to day operational work of the Volunteer Engagement and Communication team.

As a key member of the Digital and Services management team, to contribute to the leadership, planning and policy formulation of the department as a whole.

As a member of the management community to influence and implement our direction of travel to meet our organisational objectives.

Key relationships:

Internal

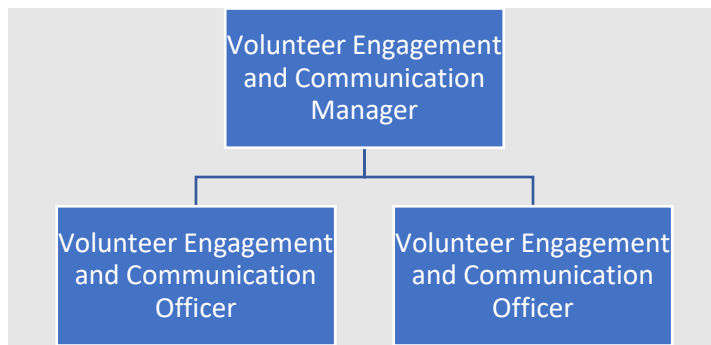
The post holder works closely with:

- Community Networks Team.
- Internal Communications Team
- Volunteering team
- Wider Digital and Services Directorate
- Staff across the UK who work with volunteers

External

The post holder works closely with:

- Volunteers
- External stakeholders, including in relevant voluntary and community organisations
- NCVO and other nation relevant organisations
- People affected by MS



Key accountabilities:

Our Volunteer Engagement and Community Manager will support delivery of our Digital and Services strategy to deliver our strategic goals by:

1. Business plan implementation

1a Leading the Engagement and Communication team, ensuring that staff have clear work plans, and that effective line management is in place across the team

1b Communication and engagement with staff and volunteers

1c Supporting the development of our volunteering culture

2. People management

3. Financial management

4. Monitoring and reporting on performance

General

Our values

We expect everyone who works with us to model and promote our values:

Bold

We are brave and innovative. We're not afraid to take risks and speak out, even when it is not easy. We are pioneering and dynamic in our approach to achieving our goals. We will campaign and push boundaries, and will not give up until we have beaten MS.

Expert

People with MS are experts in their own condition. We bring together their own experience and knowledge, along with that of staff, volunteers and professionals, and the best available evidence, to improve the lives of people affected by MS.

Ambitious

We do not accept the status quo. We set high standards and work hard to reach them, driving real change. We push the boundaries and are positive about beating MS.

Together

We achieve success by working with the whole MS community. We are collaborative and inclusive in our approach to succeed in delivering our goals. Everything we do shows we support and care about each other.

Detailed responsibilities:

1. Business plan implementation 80%

- Planning and allocating work, monitoring achievement of deadlines, and supporting staff as appropriate.
- Focussing the work of the team to implement business plans and contribute to the achievement of our strategic aims and priorities.
- Ensuring a clear focus on driving improvements in quality, impact and performance.

1a Leading the Engagement and Communication team, ensuring that staff have clear work plans, and that effective line management is in place across the team (25%)

- Project managing work from conception to completion.
- Setting performance measures and reporting against plans including monitoring progress, milestones and deadlines, and providing analysis and evaluation of performance information, outcomes and KPIs
- Developing and implementing projects which support the delivery of the strategy and the priorities of other directorates.
- Managing day to day work and processes to ensure effective and efficient delivery of business as usual
- Effectively working with stakeholders across the organisation, including staff and volunteers, to ensure project success including through consultation and engagement.
- Supporting our achievement of best practice standards.
- Ensure the systems, processes and policies are in place to support plans and objectives.
- Managing issues and risks in relation to projects.
- Successfully delivering own projects to time and within budget.
 - Contributing to business planning

- Supporting the wider team in delivering projects.

1b Managing our communication and engagement with volunteers across our local groups (30%)

- Ensuring that our overall approach to communication and engagement with volunteers in local groups fosters a sense of togetherness and collaboration, motivates and inspires our volunteers, and enables them to succeed in their roles
- Working with the Internal Communication team to ensure communication is coordinated, with relevant messages shared with volunteers in good time and through the right channels
- Ensure the quality of all communication to volunteers in local groups, making sure that the tone, content and method of communication is appropriate
- Respond to volunteer feedback on our communication and engagement channels, seeking to continuously improve our approach to communication and engagement
- Support the improvement of our volunteer engagement score through effective communication through a range of channels including e-newsletters, emails, our website and social media.

1b Leading the development of learning solutions, tools and resources to help volunteers understand and implement changes to policies or systems (25%)

- Work with colleagues in the Policy and Performance team to understand forthcoming changes to policies or systems, or with colleagues in the Volunteer Support team to understand where current resources do not meet volunteer need
- Work alongside volunteers to develop appropriate tools or resources (for example eLearning, videos, audio content, how to guides, webinars) to help volunteers understand their roles, especially new policies or systems
- Managing resources such as our Volunteer website, and an online knowledge bank, that enable volunteers to resolve issues themselves and succeed in their roles

2 People management 10%

- Managing performance and development, through regular feedback, supervision, supporting learning and the Performance development review process.
- Recruiting and inducting new staff.
- Developing and maintaining effective working relationships across the team, department, directorate and organisation as a whole.
- Managing volunteers directly on discrete projects and/or an ongoing basis.

3 Budget management 5%

- Accountable for the efficient management of Engagement and Communication team expenditure including supporting the Head of Community Networks in effective budget preparation, planning, monitoring and review.
- Ensure effective financial and resource management.

4 Monitoring and reporting on performance 5%

- Accountable for the analysis and evaluation of the teams/your work [delete as appropriate] performance information, monitoring and reporting against objectives, outcomes and KPIs.
- Ensuring action is taken in a timely manner to enable corrective action to be taken.
- Ensuring the impact of the team's work is measured in accordance with our outcome's framework.

General

- Compliance with our governance procedures, policies and guidelines.
- Contribute to a positive working environment in which equality and diversity are valued and members of staff are enabled to do their best.
- Acting as project manager as required and contributing to relevant programmes and projects.

Other duties

- To be prepared to travel to meetings across the UK and be away from home overnight, as the job reasonably demands.
- To undertake any other works as could be expected of a Volunteer Engagement and Communication Manager.

Person specification

In addition to demonstrating our core MS Society competencies that are listed at the end of this job description, the role requires knowledge and skills in the areas of:

Qualifications

Essential

- A degree or equivalent qualification or
- Relevant professional experience, which demonstrates equivalent academic skills.
- Evidence of continuous professional development.

Experience

Essential

- Experience of working alongside end-users in the coproduction of services or activities, and a commitment to the principles of coproduction
- Experience of developing and implementing business plans across a team
- Experience of writing and editing copy to inform and inspire within a communication or customer relations environment
- Experience of delivering well designed training programmes that motivate and develop others

- Experience of managing a range of engagement channels and deploying them to effectively meet organisational need
- A proven track record of success in leading and managing a team of comparable size and complexity, to deliver high quality results to deadlines.
- Experience of developing, communicating and implementing business plans.
- Proven planning and project management experience to control effective use of resources.
- Demonstrable experience of applying effective problem-solving techniques when the situation demands.
- Experience of financial and budgetary management with a focus on value for money

Knowledge and skills

Essential

- The ability to manage change effectively.
- Respects the unique contribution of every individual and works positively in a diverse environment
- Comfortable managing a team in a changing environment and adapting plans and activities as new opportunities emerge
- Understanding of change processes and the ability to manage change effectively
- Ability to manage a geographically dispersed team with complex responsibilities and work with geographically remote stakeholders
- Able to provide timely and accurate information on activities and plans across a team
- A strategic thinker who can balance conflicting priorities and operational demands whilst anticipating opportunities and obstacles
- An understanding of volunteers and volunteering, and how to successfully work alongside a diverse volunteer network
- Ability to solve problems and use a creative approach to overcoming issues and challenges, and able to encourage others to do the same
- The ability to focus on impact and deliver outstanding results in a team environment.
- Demonstrable commitment to collaborative team work.
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.
- Excellent interpersonal skills, and able to influence/persuade a wide range of stakeholders and build effective working relationships.
- Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and to diverse audiences.
- Excellent organisational and workload management skills.
- Good IT skills, including the use of Microsoft Office, and the proven ability to gain competence in new systems and tools

Employment terms

Grade: Band G, Level 1

Signed by postholder Date

Signed by Executive Director Date



MS SOCIETY JOB DESCRIPTION

MS Society Core Competencies

June 2020

Competence	Descriptor: behaviours that can be observed	Linked to BEAT values
Fosters co-production	<p>Acts with and for the MS Community, seeking the expertise of people living with MS to co-produce services and solutions.</p> <p>As a team manager, supports individuals to deepen their knowledge and understanding of the MS Community, sharing their own experience and examples of doing so.</p>	Together Expert
Open to change and innovation	<p>Challenges the status quo to find new and better ways of working, adapting and responding to change and learning from failure.</p> <p>As a team manager, supports and motivates team to try new things, pursue innovation that leads to better organisational outcomes, and share lessons from failures.</p>	Bold Ambitious
Sound decisions	<p>Makes timely decisions with appropriate information, balancing evidence and insight with appropriate risk assessment and action.</p> <p>As a team manager, makes and acts upon clear, transparent and timely decisions even in challenging circumstances, encouraging robust dialogue around assumptions and outcomes.</p>	Ambitious Expert

Collaborative working	<p>Invests time and energy to establish trust and build positive working relationships with individuals and teams across the organisation.</p> <p>As a team manager, actively enables learning and working as a team, supporting the work of other teams and creating opportunities for cross organisational working.</p>	Together
Effective Communication	<p>Demonstrates active listening skills and communicates clearly and succinctly in a range of formats, tailoring messages to audiences as appropriate.</p> <p>As a team manager, engages team through seeking feedback, listening and responding to different viewpoints while ensuring everyone is clear about key messages, role expectations and organisational goals.</p>	Together Expert
Outcome focussed	<p>Focuses on impact and the priorities, resources and deliverables needed to achieve desired outcomes.</p> <p>As a team manager, maintains focus on successful outcomes rather than hours worked, empowering and trusting people to be responsible and accountable for their work.</p>	Bold Together
Inclusivity	<p>Treats people fairly and respectfully regardless of background, role or status, seeking to understand and incorporate different values and viewpoints into decisions and work.</p> <p>As a team manager, promotes an inclusive culture that recognises and values what each individual brings to the team, ensuring reasonable adjustments are put in place to support this.</p>	Together
Accountability	<p>Takes responsibility for work and personal actions; delivers on commitments, indicating where work is behind and help is needed, and acknowledges and learns from mistakes.</p>	Bold Expert Ambitious

	As a team manager, sets and communicates clear expectations for self and others, speaks up and appropriately challenges when things aren't working and addresses problems quickly and transparently.	Together
Tech Savvy	<p>Embraces rapidly changing technology solutions, and understands how technology improves delivery of goals and drives efficiency and effectiveness.</p> <p>As a team manager, creates opportunities to explore and learn about the changing technology environment, apply learning and champion digital innovation.</p>	Bold Ambitious