# JOB DESCRIPTION

Post: Head of Engagement (Hd Eng)

Department: Engagement

Line Manager: Chief Executive (CE)

Grade: C1

## General

1. Responsible to the CE for the operational direction and management of the delivery of the internal and external engagement and communications activities of the Reserve Forces’ and Cadets’ Association for EM RFCA. This includes Community Engagement, Employer Engagement (EE) and Employer Support (ES), Support to Recruiting and Public Relations (PR) and all aspects of Communications. The role implies close coordination with the CE in regard to the activities of the Association’s membership networks and with the Deputy Chief Executive (DCE) for issues related to cadet and youth activity. The Hd Eng is responsible for the management and development of the EMRFCA Alternative Venues (AV) programme. Hd Eng is a member of the Association’s Heads of Department Group.

## Responsibilities

1. The Hd Eng is responsible for the delivery of all outputs of the RFCA Engagement pillar including direct Line Management of staff; Hd Eng is also responsible for the management and development of the Alternative Venues programme, which is managed by the Alternative Venues Officer. Hd Eng prioritises and directs the activities of the REED in accordance with the CE’s delegation and DRM direction and guidance and the Head of Communications in line with CE’s direction. Hd Eng is responsible for activity within the Regional EE Board (REEB) meetings, Regional EE Group (REEG) meetings and Defence Relationship Management (DRM) workshops. RFCA engagement activity will be funded by resources provided from a combination of DRM, Grant in Aid and Regionally Generated Income. In addition to overseeing and coordinating the Associations EE and Communications activities, which are the primary responsibilities of the REEDs, HEng has the following responsibilities.
2. Engagement.
   1. Draft the Engagement Strategy[[1]](#footnote-1), and maintain and deliver the RFCA Engagement Plan[[2]](#footnote-2) to focus on those areas across the region where the RFCA seeks to exert influence, ensuring compliance with MOD, DRM and CRFCA policy and direction. Responsible for the development of best practice not only within EM RFCA but also with all other RFCAs.
   2. Act as the focal point for DRM, translating national level strategic intent and initiatives into nuanced activities that are fit for purpose and supporting DRM objectives including delivery to the CRFCA/RF&C SLA.
   3. Work with the single Service RPOC to coordinate engagement with Local Authorities including Cadets, Reserve and Regular forces and Armed Forces Covenant issues.
   4. Support the CE in engaging effectively with local Members of Parliament, selected regional and local government institutions, youth organisations, veteran and ex-service organisations and the Association membership.
   5. Support the DCE in engaging effectively with selected Youth Organisations and support Cadet Expansion.
   6. Facilitate engagement between Cadet, Reserve and Regular units.
   7. Strategic management of the Association’s website and social media activity. Ensure “brand compliance”.
   8. Build and manage effective relationships with individuals and organisations that are discrete from those undertaken by the REED, coordinating and de-conflicting as necessary.
3. Communications.
4. Draft the Association Corporate Engagement and Information/Influence Plan[[3]](#footnote-3) ensuring the continuity with all elements of the Association Communications plan.
5. Oversee the delivery of all aspects of external and internal communications. Supervise the continued development of the Association’s engagement database.
6. Managing, in conjunction with the Hd Cadets and Youth communications with regional and local government institutions, youth organisations, veterans and ex-service organisations and the association membership. Lead for the Defence Regional Agenda and POC for key persons of influence.
7. Identify and develop with the Head of Communications opportunities for positive intervention to enhance the reputation of the RFCA and the two constituent elements of Cadets and Reserves.
8. Endorsement of PR and Marketing Advertising, and scrutiny of displays from agencies.
9. Alternative Venues.

a. Manage the AV programme across the EM RFCA area.

b. Develop the AV programme to maximise receipts for the benefit of Reserves and Cadets.

1. Recruiting Support.
   1. By the use of social media, press releases and assisting with the organisation of events work with RPOC and the REEDs to set the conditions for successful Army Reserve (AR) recruiting.
   2. Assist the recruiting efforts of the other Services as agreed.
   3. Assist the Hd Cadets and Youth to recruit Cadet Force Adult Volunteers.
2. Public Relations.
3. In close cooperation the RPOC and other single service Media Operations staff, manage the provision of local and regional proactive Public Relations (PR) for Reserves and Cadets.
4. Manage the contracts with any PR and/or marketing agency employed by the RFCA.
5. Event Management.
   1. Delivery of support to Service Presentation Teams and at other Chain of Command events.

* 1. Delivery of Lord Lieutenant Presentations/Awards events.
  2. Coordinate EM RFCA engagement events.

1. Developing and sustaining the RFCA Membership.
2. Manage the RFCA Membership on behalf of the CE and identify opportunities to develop the membership in line with Schemes of Association[[4]](#footnote-4).
3. Work within the RFCA Membership to develop the “network of networks” that will facilitate the Defence regional agenda: and within that maintain a dialogue with volunteer members to ensure their currency in key defence issues and messaging.

**Other Requirements**.

1. Budget.

1. Manage the Engagement budget, in accordance with the formal letter of delegation from the CE and in line with the guidance of the DRM Business Plan, the RFCA Management and Engagement Plans and the RPOC Engagement Plan.

1. Be prepared to delegate formally to the REED and Head of Communications.
2. Contribution to the development of the Association Management Plan by drafting the Engagement objectives.
3. Be prepared to carry out other duties, commensurate with competencies held and the grade of this post, as directed by the CE.
4. The post will involve some evening and weekend working for which time off in lieu or overtime will be given.

**Health and Safety**

1. To be aware of and comply with, at all times, the terms of the Association Health and Safety Policy Statement, which is posted on staff notice boards throughout the Association’s sites. To be aware that Health and Safety is the responsibility of all employees and that that they should ensure that their working areas comply with statutory requirements in accordance with current H&S Legislation.
2. Signed as having received, read and understood this Job Description.

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| **Employee:** | |  | **Line Manager:** | |
| Signature:  Name: |  |  | Signature:  Name: |  |
| Appt: |  |  | Appt: |  |
| Date: |  |  | Date: |  |

1. As directed by the RFCA CE [↑](#footnote-ref-1)
2. Ibid [↑](#footnote-ref-2)
3. As directed by the CE. [↑](#footnote-ref-3)
4. Members are to be drawn from as wide a base as possible as part of a continuous effort to achieve progressively greater diversity of association membership and to achieve broad representation of the regional community – RFCA Schemes of Association para 5(1) [↑](#footnote-ref-4)