

Reserve Forces' and Cadets' Association (RFCA) – East Midlands

## **JOB DESCRIPTION**

### **REGIONAL EMPLOYER ENGAGEMENT DIRECTOR (REED) GRADE: HEO (C2)**

*Date: 09 Jan 2025 Date of next review: 09 July 2025*

#### **Job Overview**

1. The role of the Regional Employer Engagement Director within East Midlands Reserve Forces and Cadets Association is about networking, business development and relationship management, at all times furthering the interests of Reserves and Service leavers in the workplace. Meeting the needs of Defence Relationship Management (DRM) within the East Midlands the REED attracts and retains businesses engaged with the Armed Forces Covenant (AFC) and Defence Employer Recognition Scheme (ERS).

#### **Tasks and Responsibilities**

2. The REED's tasks and responsibilities are:

- a. **Relationship Management.** Develop effective relationships with employers and other organisations in order to gain and maintain support for and across the Defence community, principally focussed on Reserves, Service leavers, Cadet Force Adult Volunteers and military spouses.
- b. **Armed Forces Covenant.** Encourage employers from all sectors to pledge support for the wider Defence community by growing the AFC network.
- c. **Employer Recognition Scheme.** To proactively deliver a data-led growth and retention policy, bringing more employers in to the ERS network with the aim of delivering further long lasting support to the wider Defence community.
- d. **Activity Planning.** In conjunction with the Head of Engagement, deliver both Employer Engagement (EE) and Employer Support (ES) in order to meet DRM objectives and Defence needs within the East Midlands, within allocated budgets.
- e. **Employer Support.** Liaise with and provide support and guidance to Military chains of command on ES.
- f. **Employer events.** Plan, organise and deliver EE events and briefings across the region, including activities designed to inspire and empower executives and future leaders within businesses.
- g. **Budget Management.** Manage part of the regional EE budget against allocated control totals as agreed with the Chief Executive and Head of Engagement.
- h. **Media and PR.** Working with the EM RFCA Communications Manager identify opportunities to champion the wider Defence community within employment and to shine a spotlight on supportive employers within the region.
- i. **Line Management.** Provide leadership and line management support where required to the existing EE team, ensuring that appropriate training and development is undertaken and opportunities for growth are exploited.
- j. **Database Management.** Maintain and validate the Salesforce database of reservists and employer contacts and EE activity in accordance with direction from DRM.

- k. **Defence Relationship Management.** Maintain an effective liaison with DRM including attending workshops and training as required.
- l. **Employer Information.** Provide employers with information, guidance and support relating to Defence personnel, in particular the employment of reservists, Service leavers and Cadet Force Adult Volunteers.
- m. **Regional Employer Engagement Board (REEB). Support the Head of Engagement in the planning and delivery of the REEB.**
- n. **Regional Employer Engagement Group (REEG).** Provide the secretariat to the REEG and support the Chair and Head of Engagement as required.

### **Competences Required for the Post**

#### *3. Essential Competences.*

Experience of working in or to the Commercial sector.

Excellent communication, interpersonal and presentational skills.

CRM and data management experience and core MS Office Suite familiarity

Valid driving license.

Business Development, Account and/or sales management experience.

#### *4. Desirable Competences.*

Management and leadership experience

Understanding of the Reserve / Regular / Cadet military environment.

Understanding of HR / employment.

Understanding of employers CSR policies.

Experience of event planning and management.

Budget management.

Understanding of CRM Database (Salesforce preferred).

### **Appraisal Reporting Chain**

- 5. The EM RFCA Head of Engagement will be the first Reporting Officer. The Chief Executive will be the Countersigning Officer.

### **Health and Safety Responsibilities**

- 6. The REED is to comply with the SHEF responsibilities of the RFCA.

### **Other Duties**

- 7. Any other duties (appropriate for the grade) as directed by the Head of Engagement in accordance with departmental priorities and staff availability, or as required due to changes in technology.

- 8. This Job Description may be subject to change and will be reviewed in Jul 2025.