# Job Profile

Job Title: Local Volunteering Attraction Coordinator

Directorate: People Directorate

Reports To: Local Volunteering Attraction Manager

Matrix Reporting To: N/A

Disclosure Check Level: None

Date created/last reviewed: 23/07/2024

## Overall Role Purpose

The Local Volunteering Attraction Coordinator helps people with sight loss to live the life they choose by promoting volunteering and delivering new volunteer applications to support and grow our services and income.

## Key Responsibilities

* Develop and implement strategic recruitment plans to attract the targeted number of volunteer applications within your area in line with tolerated budgets/cost per application generated.
* Plan and utilise various recruitment channels such as social media, local media outlets, local out of home advertising, community events, and partnerships to identify potential volunteers.
* Build and maintain relationships with community organizations, educational institutions, and other stakeholders to promote volunteer opportunities and recruit volunteers.
* Represent the organization at local events, fairs, and gatherings to raise awareness of volunteer opportunities and engage with prospective volunteers, and secure applications or expressions of interest.
* Plan and host at least three events around each site quarterly, potentially more depending on progress against targets, with a focus on higher-impact events where possible.
* Collaborate with Communications colleagues to ensure best value from relationship with bought media owners, and to secure earned media, as well as presence on owned channels such as local social media and Guide Dogs local web content where relevant.
* Collaborate with internal volunteering teams to contribute to the local and national volunteer recruitment targets.
* Support as necessary any national or regional marketing campaigns relative to your area.
* Monitor and evaluate recruitment efforts, identifying areas for improvement and making recommendations for enhancing volunteer recruitment performance across your nominated sites and areas.
* Be a local ambassador for Volunteering at Guide Dogs, both internally and externally. Work with local colleagues in local sites to encourage them to create referrals and applications for volunteering.

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: 0

Number of Indirect Reports: 0

Number of Volunteers Supervised: Possible Volunteer Recruiter management

### Financial Accountability

Annual Income Accountability: 0

Assets Managed: 0

Budget Accountability: 0

# Application of this Job Profile

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

# Working at Guide Dogs

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

# Person Specification

## Education/Qualifications

## Essential

* GCSE’s in Maths and English at grades A - C or equivalent (QCF level 2 / SQCF level 5).

#### Desirable

* Degree or equivalent (QCF level 6 / SQCF levels 9-10).
* Formal qualifications in marketing or volunteering specialisms or comparative experience.

## Job-Related Experience

#### Essential

* Proven demonstrable experience in recruitment of volunteers, customers or donors, community outreach, and/or related fields.
* Proven demonstrable experience in creating consistent advertising collateral in line with brand and product values.
* Proven demonstrable experience delivering marketing campaigns from brief to live.
* Evaluating campaigns using tracking as much as possible to continuously improve the effectiveness of the volunteer marketing and recruitment and inform your reporting.
* Flexibility to work occasional evenings and weekends as needed.
* Travel is expected to ensure some physical presence at key sites, and to host events in your designated areas.

#### Desirable

* Experience managing a varied local media mix, including in person events.
* Facilitating or hosting outreach events.
* Experience managing volunteers to increase your impact.

## Knowledge

#### Essential

* Proven/demonstrable understanding of General Data Protection Regulations (GDPR) and how it applies to the role.
* Proven/demonstrable understanding of The UK Code of Non-broadcast Advertising and Direct & Promotional Marketing.

#### Desirable

* Previous knowledge of Volunteer Marketing at a similar organisation, and the factors which effect conversion of applications into active volunteers.

## Skills and Competencies

#### Essential

* Strong communication and interpersonal skills, with the ability to engage and deliver together with teams outside of your own.
* Excellent organizational skills and attention to detail.
* Passion for the organization's mission and values, with a commitment to making a difference in the community.
* Proficiency in Microsoft Office Suite and experience.
* Experience of managing or delivering target driven activity.

#### Desirable

* Experience of database management and reporting.

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

A flexible approach with a willingness to work outside of core hours and away from home when required.

**Job Group (internal use only)**

This role has been evaluated as a Specialist Professional [Please follow this link](https://guidedogs.sharepoint.com/%3Aw%3A/g/ETDrr9U4YzdHsA3S7CHSc9EBZy3LbOI0ioxx7UHaXzT37w?e=Goe2pv) to view the salary band.

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