

## Job Description

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<b>Job title:</b>	<b>Regional Communications, Engagement and Volunteers Manager (RCEM),</b>
<b>Reporting to:</b>	Director Northern Ireland
<b>Location:</b>	Bangor Northern Ireland
<b>Hours of work:</b>	Monday to Friday 8.30 – 17.00 inclusive of one hour for lunch, with some evening and weekend work required
<b>Contract:</b>	12 month FTC - maternity cover

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### Job Summary

The post holder will lead the Regional Communications, Engagement and Volunteering programme, delivering the Trust's corporate objectives around engagement, volunteering, and supporter development at a country level. The post holder will be responsible for coordinating the regional delivery of our UK communications, engagement and events programmes, on site visitor experience and volunteering. In addition the post holder will ensure that the region's funded projects, outreach and partnership activity is communicated appropriately, and that related engagement and volunteering opportunities are identified, planned and resourced.

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### Key Responsibilities

Responsibility
To manage a regional communications and engagement team, that will include a Regional Communications Officer and an Engagement Officer, To line manage the post holders that are Regional Communications Officer and People Engagement Officer.
To develop a regional engagement and volunteering strategy that delivers mass engagement opportunities aimed at generating new supporters for the Trust – raising our profile, generating additional financial support and delivering high quality and relevant volunteering opportunities,
To produce in partnership with the communications Officer, a regional communications plan, in line with organisational communication and supporter generation targets that is cross departmental, delivering for the estate, as well as for external projects and partnerships. The post holder will also engage with and assist the membership recruitment officer who is managed from elsewhere.
To work with the centrally based communication, engagement, and volunteering teams to deliver regional plans for site based communications, destination site delivery, events programmes, volunteering, and external partnerships
To liaise and regularly work cross departmentally, to ensure regional communication plans reflect and support the national communications agenda. In particular, strengthen regional links with centrally based communications and volunteering teams, fundraising teams and conservation and focus area work
To co-ordinate and prioritise resources to support estate based communications including events and out-facing material.
To be the principal point of contact for communications, engagement and volunteering between the regional and national teams; sharing best practice and acting as a conduit for internal communications.
To plan, manage and report on a budget, as well as working closely with the Operations Manager to support the estate budgeting process.

Work closely with all members of the Northern Ireland team to agree their needs in respect of volunteers and to thereafter facilitate the recruitment of the agreed resource through creating and delivering a plan for volunteer engagement whilst providing advice and support to a wide range of volunteers and volunteer managers.

Organise an induction programme and training for all new volunteers.

Any other reasonable duties as from time to time may be requested by the Regional Manager.

### Essential

- Line management experience
- To have effectively prepared, managed and reported on a budget
- Experience of leading engagement, volunteering or communications teams
- Knowledge and experience of communicating with a wide variety of audiences using a mix of marketing and promotional channels.
- Highly competent in managing, persuading and motivating teams to deliver work programmes derived from strategies and management plans
- IT literate
- Commercial awareness and able to deliver objectives cost effectively
- Excellent interpersonal skills with good verbal and written skills.
- Highly resilient and calm under pressure, with a positive, engaging approach
- A full UK driving licence and /or the ability to undertake travel across a wide area, sometimes to remote locations. A company car is provided.

### Desirable

- Environmental interests, an understanding of trees, forestry or nature conservation.
- Experience and understanding of working & engaging with volunteers, supporters and communities
- Commercial understanding of income generation or fundraising in a charitable or similar environment
- Experience of organising and running events whilst establishing and maintaining monitoring systems and using databases would be advantageous.

### How you need to be

- **Surefooted** – Having a clear sense of direction, being confident by doing the right thing at the right time for the Woodland Trust
- **Nimble** – Being innovative and creative and adapting to the changing needs of the Woodland Trust and our people
- **Trusted** – Understanding our people, being a listening ear and keeping promises with the ability to manage expectations effectively
- **Treasured** – Great at building relationships across the whole of the Woodland Trust. A respected go-to person

In order to achieve our ambitious aims for people and wildlife we recognise ‘how we need to be’ as people and as an organisation. We expect all of our people to commit to this ideal to help us fulfil our purpose

Selection criteria and procedures are regularly reviewed to ensure that individuals are treated on the basis of their relevant merits and abilities. A copy of our Equal Opportunities Policy is available on request.

We all have a duty to ensure that our acts or omissions at work do not impact on the health and safety of others and ourselves and that we abide by any safety measures as directed and in accordance with the Woodland Trust Health & Safety Policy.