**NORTH OF ENGLAND RESERVE FORCES’ AND CADETS’ ASSOCIATION**

**JOB DESCRIPTION**

1. Appointment Details:

a. Job Title: Regional Employer Engagement Director (REED)

b. Job Grade: C2

c. Department: Employer Engagement

d. Reports to: Head of Engagement (Hd Eng)

e. Job Purpose: The REED is the RFCA’s lead in the NE region for the delivery of the Employer Engagement (EE) and Employer Support (ES) outputs specified by stakeholders and is responsible, through the Hd Eng and Chief Executive (CE), for the region’s compliance with the national Defence Relationship Management (DRM) Business, Marketing and Communications Plans.

1. General Description of Role:
   1. To support the Government’s objectives by delivering a coherent Employer Engagement (EE) programme, aiming to establish enduring positive relationships with employers in both public and private sectors. The principal output is to assist in creating the environment that will encourage employers to support Reservists in order to meet Defence Requirements. The REED is the RFCA’s lead in the NE region for the delivery of the EE outputs specified by stakeholders and is responsible, through the Hd Eng and CE, for the region’s compliance with the national Defence Relationship Management (DRM) Business, Marketing and Communications Plans.

b. Additionally, the REED is to deliver and maintain a coherent Employer Support (ES) capability that supports the employment of Reservists, veterans, Cadet Force Adult Volunteers and military spouses alongside improved fairness for the Armed Forces community in the consumer market.

c. The role requires close coordination with the CE and Hd Eng regarding the activities of NE RFCA membership networks, and with the Heads of the RFCA pillars (Youth and Cadets, Estates and Business Support) for their areas of responsibility and networks.

**PRINCIPAL AREAS OF ACCOUNTABILITY AND TASKS:**

1. Description of Primary Duties.

a. Prepare and deliver an effective Regional Employer Engagement (EE) Business Plan with a contact and communication strategy in line with the DRM Business, Marketing and Communications Plan, the Brigade EE/ES Plan and the RFCA Management Plan within allocated budgets.

b. Develop and maintain effective EE liaison with employers and employer organisations, tailoring opportunities to mutual needs and business goals, in order to:

* + 1. Liaise with CEs, CEOs, Directors and Managers of organisations to gain and maintain supportive employers from across the North East Arena.
    2. Promote and encourage Armed Forces Covenant signatories in liaison with DRM and the Regional Employer Engagement Board (REEB) or its nominated Bde equivalent; the 4 Light Brigade Combat Team Strategic Fusion Board.
    3. Enable suitably qualified employers to register and apply for National Defence Employer Recognition Scheme awards.
    4. Assist the Service Chains of Command to establish and maintain partnering arrangements with employers.
    5. Educate and advise employers on the operational requirements of mobilisation and demobilisation and contingency operations; resolve issues when necessary.
    6. Seek and gain support of all known employers of Reservists in order to assist the Services to deliver viable and sustainable Reserve Forces.
    7. Raise awareness of matters relating to the employment of Reservists and Cadet Force Adult Volunteers, including the Future Reserves 2030 (FR 30) programme.

c. Establish open, strategic ES relationships with employers in order to provide:

(1) Employment of reservists and support through flexible HR policies.

(2) Employment of regular service personnel at the end of their engagements, in collaboration with the Careers Transition Partnership.

(3) Employment opportunities for service leavers with more challenging transitions including the wounded, injured and sick

(4) Employment of spouses/civil partners of service personnel

(5) Career opportunities and support for Cadet Force Adult Volunteers and Instructors.

(6) Tackling disadvantages faced by service personnel in the consumer market; resolve issues when necessary.

d. In consultation with, and guided by DRM and the REEB, organise and deliver RFCA EE/ES events.

e. Produce periodic reports on the progress as required, keeping the REEB and Regional Employer Engagement Group (REEG) informed of progress.

f. Manage, on a day-to-day basis, the EE Admin Support Officers, ensuring that appropriate training and development is undertaken.

g. Maintain and validate the EE database of Employers and Reservists, (Salesforce), detailing the Measurement of Effect and currency of employer contacts in accordance with direction from DRM; increase and nurture new Account contacts and identify potential new REEG members.

h. Maintain an effective liaison with DRM including attendance at Workshops in order to understand Defence intent and share best practice.

i. Liaise with, and provide support to the Chains of Command on all EE matters, including EE training, events, ES casework, transition and support to Reservist recruiting by working/liaison with:

* + - 1. Reserve Forces & Cadets Operations and Policy Staff within the MoD.
      2. The Tri Service Regional Employer Engagement Working Group.
      3. Units and sub-units.
      4. Career Transition Partnership (CTP), Forces Families Jobs, Regular Forces Employment Agency (RFEA) and Forces Employment Charity.
      5. Chambers of Commerce, Business Groups, DWP.
      6. Service Recruiting Teams.
      7. Service Presentation Teams.

1. Identify potential ERS, AFC and Reservist/employer stories and case studies for media disclosure, in association with the RFCA’s Comms Manager and DRM.
2. Organise and manage events and briefings and when required speak and present to small and large audiences of employer and industry related organisations.
3. In consultation with DRM and the REEB be prepared to plan, organise and conduct meetings to achieve planned objectives.

4. Description of Secondary Duties.

a. Undertake other tasks as directed by the CE/Hd Eng which include:

1. Community Engagement.
2. Support to: Employers Abroad scheme, Armed Forces Business Challenges.
3. Liaison and furthering relations with Veterans organisations and Service charities.

b. Be aware of and comply with at all times, the terms of the NE RFCA Health and Safety Policy Statement, which is posted on staff notice boards throughout the Association’s sites. 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.

c. The REED will be involved with the following committees:

(1) Secretary for the Regional Employer Engagement Group (REEG) and will support the Chair as required.

* + 1. A member of the Regional Employer Engagement Board, or Bde equivalent; (4 Light Brigade Combat Team Strategic Fusion Board.)

5. Staff Responsibilities.

a. Line Manager for the REED Admin support staff.

6. Budget Responsibilities.

a. Management of the REED budget for EE Activities, Media Costs and T&S.

7. Specific REED Responsibilities.

a. Develop and run an Armed Forces Business Forum for AFC signed organisations to share best practice and promote the Defence People agenda.

# Regional Employer Engagement Director

**Person Specification**

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| --- | --- | --- | --- | --- | --- |
| Serial | Competence | Essential | Desirable | Evaluation | Comments |
| 1 | Senior management and organisational experience. | ✓ |  | A |  |
| 2 | Experience of the commercial and business environment. |  | ✓ | A / I |  |
| 3 | Academic qualifications at degree level or equivalent qualification |  | ✓ | A / E |  |
| 4 | Excellent communication, interpersonal and presentational skills. | ✓ |  | A / I |  |
| 5 | Strong IT skills, particularly Microsoft Office suite; and practical experience of managing and operating a database. | ✓ |  | A / I |  |
| 6 | Valid driving licence. | ✓ |  | A / E |  |
| 7 | Account and/or sales management experience. |  | ✓ | A / I |  |
| 8 | Experience of event planning and management. | ✓ |  | A / I |  |
| 9 | Understanding of the Reserve / Regular / Cadet service environment. | ✓ |  | A / I |  |
| 10 | HR / employment law experience. |  | ✓ | A / I |  |
| 11 | Understanding of employers CSR policies. |  | ✓ | A / I |  |
| 12 | Budget management. |  | ✓ | A / I |  |

A – Application form, I – Interview, E – Copy of evidence to be provided with application form