**JOB DESCRIPTION**

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| **POST:** | **Volunteer Engagement Manager** | **DEPARTMENT:** | **Marketing, Communities & Legacy** |
| **REPORTS TO:** | **Head of Volunteering** | **DIRECT REPORTS:** | **TBC** |

**PURPOSE:**

In 2017 the eyes of the world will be on Hull as it becomes UK City of Culture. Hull is only the second city to hold the title, the first in England. Hull UK City of Culture 2017 Ltd has been established to plan and deliver 365-days of transformative culture through a range of diverse events and projects.

After the Olympics and Paralympics, Commonwealth Games and the Tour de France in Yorkshire, this will be the biggest, most high profile event the UK will be staging over the new few years.

To help us deliver this ambitious project our volunteer programme will attract, train and deploy a team of 4,000 volunteers across all aspects of the initiative, with roles ranging from visitor welcome to backstage and production.

Helping achieve our volunteering objectives the Volunteer Engagement Manager will work within the Volunteer programme. Through innovative outreach, community engagement and partnership working the role will lead on facilitating the key stages of volunteer targeting and engagement, including promotion, interview and appointment. The remit will also include support to the wider objectives of training and deployment functions.

We are looking for a passionate individual to energise a role that will bring about life-changing opportunities for individuals volunteering their time and skills to make Hull 2017 possible. You will be critical to a programme of work that will make a significant impact on the most high profile and prestigious events in the UK over the next few years, whilst also supporting the advancement of the volunteering infrastructure in Hull for years to come.

**RESPONSIBILITIES:**

**1 Engagement & Outreach**

* Develop innovative programmes of community engagement and outreach that will increase the appeal to volunteer for Hull 2017.
* Lead work engaging, empowering and enrolling prospective volunteers from traditionally disenfranchised groups and communities.
* Champion and translate where necessary the arts and culture focus of the volunteer roles we need to fulfil.
* Work with our Audience Engagement Manager to devise schemes to empower local residents to champion the volunteer programme.
* Liaise with the Hull 2017 creative team and functional areas to scope requirements for the range of new volunteer roles.
* Support the Head of Volunteering in scoping the requirements for new systems for managing volunteer information and a social media Hub.
* Support the development and implementation of our engagement work across all our marketing, communications and online activity.
* Work with the Head of Volunteering to ensure a robust engagement and attrition plan across all stages including: Promotion; Recruitment; Interview; Offer; Training; Specialist Training; and handover to Deployment.

**2 Monitoring & Evaluation**

* Support the monitoring and evaluation of volunteer engagement.

**3 Working with Partners**

* Build relationships externally with community groups and other existing volunteer initiatives across Hull and East Yorkshire.
* Support the legacy strategy through leading the signposting and dissolution of volunteers into existing and new opportunities.

**4 Wider Responsibilities**

* Work with the digital team to develop new ways to engage online.
* Coordinate the review and selection from Expressions of Interest.
* Support the wider programme, and lead on the interview elements, in the design and actualisation of a community-focused Volunteer Selection Centre and programme promotional roadshow.
* Lead on shaping a diverse training strategy including elements of content design, service commissioning and personal delivery.
* Champion our access-for-all objective across the work of the organisation.
* Be a leading advocate of Hull 2017’s commitment to create a best practice model for future volunteering in Hull, future Cities of Culture and other international events.
* Proactively work towards the overall vision of Hull 2017 as a member of both the Volunteer Programme and the wider Marketing, Communities and Legacy Team.

**PERSON SPECIFICATION**

**REQUIRED SKILLS & EXPERIENCE:**

* Community engagement, with a proven understanding of barriers to proactive volunteering.
* 5+ years work in community and/or volunteer development or engagement roles.
* Ability to take a strategic approach to volunteer development and community engagement and the role arts, culture or other mediums play.
* Management of multi-partner programmes of significant public exposure and accountability.
* Demonstrable excellent internal and external relationship building skills.
* Ability to act as a programme ambassador across diverse audiences and competing agendas.
* Budget management and financial accountability to varied stakeholders.
* Volunteer training strategy implementation and training delivery.
* Education to degree standard or equivalent experience in a relevant sector.
* IT literate in Microsoft Office applications.
* Experience of programme monitoring and evaluation.

**DESIRABLE SKILLS & EXPERIENCE:**

* Knowledge and understanding of the context and characteristics of Hull and surrounding areas in terms of geographical, political, social and community landscapes.
* An active interest in and an appreciation of arts and culture.
* The ability to work outside of typical working hours.

**PERSONAL ATTRIBUTES:**

* Self-starter, with demonstrable motivation, commitment, focus, enthusiasm and energy to drive a programme within wider organisational goals.
* Team player with a collaborative and inspirational people-focussed style with a proven ability to engage.
* An independent thinker with the flexibility to adapt within an organisation experiencing constant growth and change.
* An innovator - able to plan, implement and continually adapt to meet the changing requirements of an artistic programme.
* Interest in contributing beyond areas of specialist responsibility.
* Ability to work under pressure and to tight deadlines.