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| <b>Job Title:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Head of Volunteering</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |            |      |
| <b>Business Unit:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Marketing, Membership and Income Growth                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |            |      |
| <b>Grade:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>FTE</b> | 1.00 |
| <b>Reports to:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Director of Marketing, Membership and Income Growth                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |            |      |
| <b>Direct reports:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Membership and Volunteer Development Officer<br>Membership and fundraising administrator<br>Volunteer and events administrator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |            |      |
| <b>Place of work:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |            |      |
| <b>Purpose of the role:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p><i>All posts at the WEA will support the vision for "A better world - equal, democratic and just; through adult education the WEA challenges and inspires individuals, communities and society."</i></p> <p>Responsible for reviewing and implementing the WEA volunteering strategy increasing the number of volunteers and their diversity and ensuring we have an attractive targeted offer which is flexible to meet the needs of 20-30 year olds and 50 plus years. The role builds on a long history of volunteering in the WEA and will shape the offer to remain relevant to a new generation of students and volunteers.</p> <p>Responsible for developing a sense of community across the Association (including through social networks) using a community organiser approach.</p> <p>Ensuring volunteers are recruited, appointed, inducted, developed, trained, supported and rewarded in such a way as to increase the growth and outstanding quality of WEA provision, whilst having a highly rewarding volunteering experience;</p> <p>Responsible for developing bespoke programmes with WEA Fellows, Ambassadors and Corporate partners.</p> <p>To work closely with key stakeholders including, the Education Directorate, HR, Governance, Volunteer Organisers in regions, Council, Regional Committees and branches</p> |            |      |
| <b>KEY AREAS OF RESPONSIBILITY</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |            |      |
| <ol style="list-style-type: none"> <li>1. Take strategic responsibility for shaping the key role that volunteering plays in the delivery of WEA adult education that is within reach of local communities</li> <li>2. Develop and implement a volunteer contract with clear roles and responsibilities, incorporating the code of conduct and our commitment to developing and supporting volunteers</li> <li>3. Developing, implementing and managing a cohesive volunteering strategy that includes a variety of entry points and progression pathways for volunteers.</li> <li>4. Manage and plan the Association's volunteer development budget, ensuring compliance with financial regulations.</li> <li>5. Lead Corporate Social Responsibility (CSR) volunteer project initiatives and contribute to fundraising for additional volunteering projects, liaising and working with the Business Development and Educational teams.</li> </ol> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |            |      |

6. Oversee the development and delivery of volunteering guidance, procedures, policies and systems, defining a range of volunteer roles to complement existing activity and structures within the Association and to ensure that voluntary activity and capacity in the Association is recorded, accessible and linked to the Association's management information system and HR function.
7. Lead the development of a national training programme for volunteers that is attractive and enabling, increasing capacity and enabling succession planning.
8. Develop and service an Association Volunteering Team drawn from all regions and Scotland, through direct reports and networked teams. Provide expert advice and support to Regions and share practice between regions on volunteer engagement, volunteer development, and campaigning.
9. Devise and implement methods to ensure that the volunteer voice is heard, listened to and fed in to organisational change and development via the WEA Council.
10. Establish the WEA as the foremost voluntary organisation in the field of education, overseeing national alliances and partnerships with national and community volunteering initiatives
11. Undertake such duties as reasonably requested by your Line manager.

To be used in conjunction with relevant Person Specification



## Person Specification

| Criteria                                                                                                                                                                                                     | Essential<br>(✓) | Desirable<br>(✓) | Assessment Method<br>(for recruitment only)<br>A – application form<br>I – interview<br>T - test |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|--------------------------------------------------------------------------------------------------|
| <b>Education &amp; Qualifications</b>                                                                                                                                                                        |                  |                  |                                                                                                  |
| A recognised management qualification in an education or not-for-profit context at post-graduate level.                                                                                                      |                  | ✓                |                                                                                                  |
| <b>Experience</b>                                                                                                                                                                                            |                  |                  |                                                                                                  |
| Demonstrable experience of having successfully fulfilled a similar role in education or voluntary sector                                                                                                     | ✓                |                  |                                                                                                  |
| A proven track record in developing Ambassador schemes and membership schemes                                                                                                                                | ✓                |                  |                                                                                                  |
| Proven project management experience.                                                                                                                                                                        | ✓                |                  |                                                                                                  |
|                                                                                                                                                                                                              | ✓                |                  |                                                                                                  |
| Experience of budget management.                                                                                                                                                                             | ✓                |                  |                                                                                                  |
| Knowledge and understanding of volunteering best practice, policy and innovation                                                                                                                             | ✓                |                  |                                                                                                  |
| Experience of leading and managing a team, setting clear expectations and objectives, managing competing priorities and balancing differing needs                                                            | ✓                |                  |                                                                                                  |
| Experience with corporate partners and/or the third sector charitable sector                                                                                                                                 |                  | ✓                |                                                                                                  |
| <b>Knowledge &amp; Skills</b>                                                                                                                                                                                |                  |                  |                                                                                                  |
| Understanding of the role of volunteer development within a not-for-profit organisation.                                                                                                                     | ✓                |                  |                                                                                                  |
| Evident ability to plan, develop and implement a wide range of initiatives to promote volunteer activity.                                                                                                    | ✓                |                  |                                                                                                  |
| Evident ability to lead a service within a networked organisation, including making developments and improvements by working with people outside direct line management and across a dispersed organisation. | ✓                |                  |                                                                                                  |
| Excellent inter-personal skills with the ability to foster good relationships with key contacts at all levels.                                                                                               | ✓                |                  |                                                                                                  |
| Excellent written and verbal communication skills.                                                                                                                                                           | ✓                |                  |                                                                                                  |
| High degree of computer literacy in all aspects of Microsoft Office, ideally including Word, Outlook, Access, Excel and PowerPoint.                                                                          | ✓                |                  |                                                                                                  |
| Demonstrable success in using social networks to build a 'community', gain followers and communicate across a dispersed organisation.                                                                        | ✓                |                  |                                                                                                  |
| Knowledge of adult education and providers and/or the Association.                                                                                                                                           |                  | ✓                |                                                                                                  |
| <b>Competencies</b>                                                                                                                                                                                          |                  |                  |                                                                                                  |
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| <b>Additional Requirements</b>                                                                                                                                                                               |                  |                  |                                                                                                  |
| Comply with all the Association's Policies and Procedures, e.g. Code of Conduct, Health and Safety                                                                                                           | ✓                |                  | A/I                                                                                              |

|                                        |   |  |     |
|----------------------------------------|---|--|-----|
| and Equality and Diversity Policy.     |   |  |     |
| A willingness to travel within the UK. | ✓ |  | A/I |

To be used in conjunction with relevant Job Description