



INTERNAL JOB VACANCIES

18th September 2020

Contents

Working for Guide Dogs.....	2
Job description: Volunteering Coordinator	4
Job description: Email Marketing Producer	11



Working for Guide Dogs

If you want to work for an organisation that makes a real difference to the lives of people who are blind or partially sighted, Guide Dogs may have a great opportunity for you. We have more than 1,000 staff working across the UK in a wide range of roles, all motivated by knowing that, whatever their job, they are playing their part in helping our clients get around independently and safely.

We welcome applications from all sections of the community and we actively encourage diversity. The skills and abilities that we are looking for are as diverse as the range of jobs we have to offer. We are committed to fostering talent and supporting the development of our current staff and registered volunteers.

Please note, all vacancies close at midnight on the date specified. If you would like more information for any of the vacancies below, please call our Volunteering Office on 0345 143 0191. CVs will not be accepted.

Please continue to the next page for details of current vacancies.

Available roles

Role	Location	Closing date	
Volunteering Coordinator	Belfast	27/09/2020	Internal
Email Marketing Producer	South East	27/09/2020	Internal
Insurance Assistant	Central Office	07/10/2020	External

[For further details \(including how to apply\) for all external vacancies, please see our jobs board by clicking anywhere on this sentence.](#)

Thank you for your interest in working with Guide Dogs.

Please see below for the job description and person specification for each of the internal roles listed above.

The contents table at the top of this document will tell you the page number for each role.

Job description: Volunteering Coordinator

Vacancy	Volunteering Coordinator
Salary	GBP £21,568 to £22,838 per annum pro rata
Job Type	Support Provider
Category	Fixed Term Contract- Full Time
Closing Date	27/09/2020
Date Posted	14/09/2020
Reference	0000037571
Location	Belfast
Region	Northern Ireland

Job Profile

Job Title: Volunteering Coordinator

Directorate: People & Performance

Reports To: Regional Volunteering Advisor

Matrix Reporting To: None

Disclosure Check Level: Basic

Date created/last reviewed: 30/05/2019

Overall Role Purpose

The Volunteering Coordinator helps people with sight loss to live the life they choose by attracting and onboarding sufficient volunteers to support and grow our services and income and helping volunteer key contacts and managers to deliver a positive volunteer experience and to retain experienced volunteers.

Key Responsibilities

- You will work closely with local teams to coordinate the development and delivery of local volunteer recruitment plans, ensuring sufficient number and quality of volunteering applications are received to meet the needs of the organisation.

- You will work in partnership with local volunteer managers to coordinate the recruitment of volunteers, through providing hands on support at agreed stages of the recruitment journey.
- You will support local operational teams to deliver agreed volunteering diversity plans.
- You will work with local colleagues to identify and coordinate training needs for volunteers, supporting in the planning and delivery of agreed training programmes as appropriate.
- You will coordinate and co-deliver with local colleagues face-to-face induction sessions for new volunteers.
- You will work collaboratively with staff and Lead Volunteers in the effective delivery of support and supervision of volunteers, including through advising on adherence to relevant policies and procedures.
- You will be responsible for recruiting, inducting, training and managing an appropriate number of volunteers directly relevant to your role and where relevant cross functionally, to provide support to the local team.
- You will coordinate the process for local teams to optimise engagement in local and national volunteer recognition programmes.
- You will work with local colleagues to co-produce and deliver new volunteering approaches and products, in line with organisational need and informed by external good practice and internal feedback.
- You will liaise closely with the Regional Volunteering Advisor to use data and insight to develop and implement plans that maintain best practice and foster an ethos of continuous improvement to the local volunteering experience.
- You will work with local teams to coordinate and deliver volunteering programmes that are within the volunteering framework, ensuring a consistent and standardised approach where appropriate.
- You will actively support local volunteer managers to fulfil their responsibilities for data management in relation to volunteering.
- You will be responsible for data management where appropriate.

Breadth/Scope of Accountability

People Accountability

Number of Direct Reports: None

Number of Indirect Reports: None
Number of Volunteers Supervised: Minimum of 4

Financial Accountability

Annual Income Accountability: None
Assets Managed: None
Budget Accountability: None

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

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs and companion dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

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

- Active membership of relevant professional networks e.g. the Association of Volunteer Managers (AVM) and National Network of Volunteer Involving Associations (NNVIA).

Desirable

- Knowledge of Volunteering pathways. Relevant qualification in volunteer management or equivalent.
- Relevant qualification in training/learning and development.

Job-Related Experience

Essential

- Proven experience of leading and managing volunteers
- Demonstrable experience of developing, implementing and reviewing new working practices within a team
- Proven experience of using a Customer Relationship Management (CRM) system
- Proven experience of supporting, guiding and advising others to effectively manage volunteers
- Experience of creating an inclusive work environment for people with a disability

Knowledge

Essential

- Demonstrable and up to date knowledge of good practice and the legislative and regulatory framework for volunteering
- Demonstrable and up to date knowledge of good practice in equality, diversity and inclusion and implications for volunteering
- Demonstrable and up to date knowledge of data protection and implications for volunteer management

Skills and Competencies

Essential

- Organised, efficient and with strong attention to detail.

- Proven ability to manage multiple projects/clients, maintaining excellent customer service.
- Proven ability to effectively support, guide and advise others.
- Proven ability to plan and implement projects and programmes of work.
- Demonstrable experience of leadership and management of volunteers.
- Computer literate with an intermediate knowledge of Microsoft Office packages

Desirable

- Demonstrable coaching and mentoring skills.
- Demonstrable negotiating and influencing skills.
- Demonstrable training and facilitation skills
- Proven experience of working in volunteer management in a large or geographically dispersed organisation

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 description: Email Marketing Producer

Vacancy	Email Marketing Producer
Salary	GBP £27,472 to £29,091 per annum
Job Type	Specialist Professional
Category	Permanent- Full Time
Closing Date	27/09/2020
Date Posted	14/09/2020
Reference	0000037572
Location	South East
Region	South East

Job Profile

Job Title: Email Marketing Producer
Directorate: Marketing, Digital & Influencing
Reports To: Digital Marketing Manager
Matrix Reporting To: None
Disclosure Check Level: None
Date created/last reviewed: 18/08/2020

Overall Role Purpose

The Email Marketing Producer helps people with sight loss to live the life they choose by successfully producing, developing and deploying outbound email marketing campaigns, focusing on optimisation and reporting with external agencies and product owners as well as providing guidance of email best practice to key stakeholders across the organisation.

Key Responsibilities

- Work with the digital marketing team, external agencies and internal stakeholders to manage, build and develop email marketing campaigns focusing on customer journeys, best practice and a test and learn approach.

- Deploy and track successful email marketing campaigns that, support the overall Digital Marketing strategy and meet campaign KPIs.
- Manage email calendar and traffic email campaign requests and campaign assets to meet deadlines and notify appropriate stakeholders as necessary.
- Develop and present email marketing reports for stakeholders including results, analysis, and future recommendations.
- Ensure consistency of brand messaging, best practice and tone of voice for each email marketing campaign.
- When required provide email marketing training and best practice guidelines to stakeholders.
- Work with relevant stakeholders to create organisational wide email marketing test schedule and plan to produce and develop month on month email marketing report.
- Apply knowledge of logistical email marketing to integrated digital marketing campaigns and digital marketing strategy.
- Stay up to date with the latest developments and trends across email marketing and digital marketing.
- Provide support for other digital marketing campaigns as required.
- Provide support with specific projects as delegated by the Digital Marketing Manager and deliver to timescale, quality and budget requirements.

Breadth/Scope of Accountability

People Accountability

Number of Direct Reports: None

Number of Indirect Reports: None

Number of Volunteers Supervised: None

Financial Accountability

Annual Income Accountability: None

Assets Managed: None

Budget Accountability: None

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.

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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

- Degree or equivalent qualification/experience in Digital Marketing.
- Certificate in digital marketing or related.

Job-Related Experience

Essential

- Proven experience of email marketing, including planning, building, developing and reporting.
- Proven experience of working with third party email applications.
- Experience of A/B testing, analysis and reporting.
- Demonstrable experience of responsive design for email.
- Experience of email HTML coding.

Knowledge

Essential

- Demonstratable knowledge of accessibility across the digital landscape.
- Excellent understanding of digital marketing user journeys and best practice.

Skills and Competencies

Essential

- Must have an appetite for continuous learning especially around digital trends and innovation.
- Solid communication skills, comfortable and confident communicating with and across a broad range of people both internal and external, online and in person. Able to present data and insight to all areas of the organisation and within the marketing team as needed.
- Passion for helping and connecting people, able to empathise with our sight loss and Guide Dogs service users.
- Experienced in listening, growing trust and adding value.
- Email campaign planning, development and reporting experience. Fully competent using MS Office Suite.

- Extensive understanding of email best practices.
- Strong copyediting skills.
- Excellent time-management, organisation and campaign management skills.

Desirable

- Basic experience using Adobe and Design packages.
- Experience of Google Analytics.

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- 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

Travel to agency meetings in London and other Guide Dogs locations around the country.

****End of document**