



INTERNAL JOB VACANCIES

4th December 2020

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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	
Rehabilitation Officer - Visual Impairment	South East	13/12/2020	External
Puppy Development Advisor	North West	7/12/2020	External
Lead Services Marketing Manager	National	06/12/2020	External
Access Assistant	Home Based (Nominated Office)	05/01/2021	External
Qualified Habilitation Specialist	Bristol	16/12/2020	External
Training & Behaviour Advisor	Reading	09/12/2020	External
Orientation and Mobility Specialist (Rehabilitation Officer Visual Impairment)	Home Start (Nominated Office)	03/01/2021	External
Head of Service, Northern Ireland	Belfast	09/12/2020	External
Volunteering Coordinator	Reading	09/12/2020	External
Volunteering Coordinator	Glasgow	08/12/2020	Internal
Senior Facilities Coordinator	Bristol	09/12/2020	Internal
Standardisation and Improvement Specialist	Home Based	09/12/2020	Internal
Dog Wellbeing Technician	Newcastle	13/12/20	External
Volunteering Office Assistant	Atherton	13/12/20	External
Operations Volunteering Officer	Reading	13/12/20	External
Dog Care and Welfare Assistant	National Breeding Centre	14/12/20	External

Dog Wellbeing Technician	Leeds	13/12/20	External
Finance & Governance Assistant	Burghfield Common - Central Office	04/01/2021	External
Fundraising Special Projects Executive	Central Office	08/12/2020	External
National Events Delivery Manager	Home Based	15/12/2020	External
Procurement Business Partner - Fundraising and Marketing	Home Based (Nominated Office)	15/12/2020	External
Dog Health & Wellbeing Specialist	Hull	14/12/2020	Internal
Regional Marketing and Communications Manager	North East	14/12/2020	Internal
Services Marketing Officer	Scotland	15/12/2020	Internal

[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
Job Type	Support Provider
Category	Secondment- Full Time
Closing Date	08/12/2020
Date Posted	25/11/2020
Reference	0000037730
Location	Glasgow
Region	Scotland

Job Profile

Job Title: Volunteering Coordinator

Directorate: People & Performance

Reports To: Regional Volunteering Advisor

Matrix Reporting To: None

Disclosure Check Level: None

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: Senior Facilities Coordinator

Vacancy Senior Facilities Coordinator
Salary GBP £21,568 per annum
Job Type Support Provider
Category Permanent- Full Time
Closing Date 09/12/2020
Date Posted 25/11/2020
Reference 0000037732
Location Bristol
Region England

Job Profile

Job Title: Senior Facilities Coordinator
Directorate: Business & Finance Services
Reports To: Regional Facilities Manager
Matrix Reporting To: N/A
Disclosure Check Level: None
Date created/last reviewed: 24/11/2020

Overall Role Purpose

The Senior Facilities Coordinator helps people with sight loss to live the life they choose by overseeing the day to day management of their allocated office(s), ensuring a professional, secure and efficient working environment is consistently maintained.

Specific responsibilities include the management of Reception, meeting rooms, general housekeeping standards, facilities management oversight and workplace health & safety/business continuity coordination. Ensuring the highest level of customer service is maintained both for internal and external customers.

Key Responsibilities

- Management of external contractors and suppliers to ensure that the building is maintained according to relevant site planner and standards;
- Ensure that daily site inspections are completed to ensure that general housekeeping standards remain high, highlighting any issues with the relevant contractors, Regional Facilities Manager or senior managers on site.
- Manage the front of house operation, ensuring cover for switchboard and reception at all times;
- Induct, train and support staff and volunteers in the use of telephone, data and reception systems, ensuring sufficient information and access to records so that calls can be dealt with or re-directed appropriately; ensure deliveries are handled and processed efficiently by relevant teams.
- Undertake My Contribution meetings and set objectives for the reception staff. Manage absence and ensure that this is logged on MYHR with follow up actions where required.
- At Central Office this will include overseeing the management and coordination of the central Property Services helpdesk. Liaising with Regional Facilities Managers, Assistant Facilities Managers to maintain accurate information within the helpdesk system;
- At Central Office this will include raising associated PO's for reactive and proactive works, liaising with budget holders as needed. Liaison with outsourced suppliers as appropriate and flagging issues to Regional Facilities Manager when escalation required. Oversee a robust and user-friendly visitor management process. Ensure security procedures are followed by maintaining accurate visitor records and by ensuring agreed Health & Safety procedures are adhered to at all times;
- Regularly review processes and procedures to ensure systems are as efficient as possible, considering paperless/ contactless alternatives.
- Manage the centralised access control system liaising with other FM colleagues and OSMs to ensure that appropriate access control cards are available for the site, starters and leavers are managed effectively across all networked sites, and reporting SLA adhered to.
- Investigate faults within the security system, reporting to the FM Helpdesk when external contractors are needed.
- Contribute to induction for site staff on Health & Safety procedures.
- Ensure all necessary plans are in place to deal with fire alarms, and co-ordinate evacuation drills.

- Ensure provision of adequate first aiders and display updated lists according to agreed procedures.
- Carry out regular site walk throughs to ensure agreed standards are being met, record and action any non-compliance.
- Report any repairs/ issues to FM helpdesk and authorised contractors and be the on-site contact for contractors.
- Undertake Planned Preventative Maintenance tasks and checks as required e.g. temperature checks, fire safety checks and tests

Breadth/Scope of Accountability

People Accountability

Number of Direct Reports: Up to 2

Number of Indirect Reports: None

Number of Volunteers Supervised: 2

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

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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

- GCSE or equivalent at least at grade C/ 4, or equivalent, in Maths & English

Desirable

- NVQ Level 2 or equivalent in Business Administration.

Job-Related Experience

Essential

- A positive role model for behaviours and a focus on meeting shared positive outcomes.
- A demonstrable ability to be flexible and adaptable.
- Thorough with attention to detail and accuracy.
- Demonstrable ability to use initiative to solve problems for a positive outcome
- Demonstrable good interpersonal skills.
- Proven ability to organise self and team.
- Proven experience of delivering in a front-line customer service environment.

Desirable

- Demonstrable up to date knowledge and understanding of Health and safety practices.

Knowledge

Essential

- Computer literate with a good knowledge of Microsoft Office packages.

Desirable

- Proven administrative experience.

Skills and Competencies

Essential

- Excellent communication and keyboard skills.
- Self-motivated.
- Proven effective time management skills.
- Demonstrable drive to deliver exceptional customer service.

Desirable

- Highly motivated towards a client/customer focussed service.
- Previous experience in a facilities or office management role.

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: Standardisation and Improvement Specialist

Vacancy Standardisation and Improvement Specialist
Salary GBP £34,688 - £36,729 per annum pro-rata
Job Type Specialist Professional
Category Secondment- Full Time
Closing Date 09/12/2020
Date Posted 25/11/2020
Reference 0000037733
Location Home Based
Region Homebased

Job Profile

Job Title: Standardisation and Improvement Specialist

Directorate: Operations

Reports To: National Head of CYP Services / National Head of Adult Services / National Head of Canine Services

Matrix Reporting To: None

Disclosure Check Level: Basic

Date created/last reviewed: 04/09/2020

Overall Role Purpose

The Standardisation & Improvement Specialist helps people with sight loss to live the life they choose by ensuring that customers in receipt of our services can expect the same level of service and support across the UK. They will ensure end-to-end customer and volunteer journeys are monitored, reviewed and improved to deliver an exceptional experience for our service users and volunteers. The role will work in partnership with delivery teams, leading and facilitating workshops to drive improvement in required areas and manage to desired results. Lead on all development/improvement work required to support standardisation and improvements for effective delivery across specified services that meet the needs of our Customers.

Key Responsibilities

- Liaising and working in partnership with Heads of Services and Operational Managers across operations and other relevant departments to ensure that any improvements are in line with service models and that they meet the customers' and volunteers' needs, quality and time expectations.
- Work with the Head of Service to standardise all services. To map all processes and ensure the systems map for all services are up to date and reviewed regularly and clearly communicated with all relevant staff and volunteers in operations.
- Ensure that a clear service blueprint is in place for all services to support ease of management and application at point of delivery for all staff and managers.
- Responsible for establishing a process for regular review of data and critical information with operational managers, enabling an effective 2-way communication process that enables better improvement decisions to be made based on what our customers are telling us (internal and external).
- Work in partnership with delivery teams to ensure all service improvements take into consideration national, regional and local operational structures.
- Ensure all service improvements are in line with our operational principles and actively move all services toward these.
- Ensure all processes and standards are compliant with governance from a legal, safeguarding, health & safety and insurance perspective.
- Responsible for monitoring processes and report on process confirmation among delivery teams to enable local leaders to drive improvement and compliance.
- Ensure external models of excellence in regard to services in the specialist area are considered and used to improve service experience and the customer journey.
- Responsible for the development of all processes, standards and guidelines that enable effective application of service improvements at local level.
- Lead work to standardise, maintain and improve written, video and practical guidance to ensure that all the associated staff and volunteers share a standardised approach.
- Responsible for core processes and practices owned within service development; accountable for ensuring that all documentation is complete and up to date.

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.

All employees must also:

- Comply with all organisational policies
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- Engage in continuous personal development

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Working at Guide Dogs

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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

- GCSE's in Maths and English at grade C and above or equivalent.
- Relevant qualification in one of the following areas: Project / Service Development / Lean / Process Management or equivalent practitioner experience (of at least 2 years)

Desirable

- Degree educated or equivalent experience.

Job-Related Experience

Essential

- Process Mapping and production of Quality Standards Documents
- Has worked in an environment where required to think tactically to continually challenge and improve working practices
- Able to evidence delivering successful project outcomes
- Some relevant experience coaching / mentoring and training others
- Evidence of successful people management.
- Proven track record in achieving results within a cross functional setting.

Desirable

- Working in the third sector.
- Improvement methodology: Process Management, Lean, Six Sigma etc
- Teaching / training role
- Lived experience of sight loss.

Knowledge

Essential

- Computer literate with a good working knowledge and practical application of Microsoft Office packages (Especially Excel and project)

- An understanding of customer relations.
- Understanding of the link between customer requirements and quality.
- Some knowledge of continuous improvement methodologies.
- Excellent knowledge of GDPR.

Desirable

- An understanding of the capabilities of automated systems in support of Quality Management Frameworks.

Skills and Competencies

Essential

- Can demonstrate Commercial Awareness.
- Excellent organisational skills, a natural completer finisher.
- Proven track record in planning and organising time and projects to meet specific goals and deadlines.
- Can work under pressure to achieve deadlines.
- Effective project management skills.
- Can work with a range of stakeholders and manage expectations.
- Excellent interpersonal skills.
- Strong written and oral communication skills.
- Mentoring and Coaching skills.
- Able to lead and facilitate group discussions towards a desired solution.

Desirable

- Customer Management / Liaison Project management / Coordination Quality management / Coordination Facilitation Training / Process management.
- Experience of leadership and management.

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.
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- 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. Travel and overnight stays for meetings and when visiting Guide Dogs locations.

Job Description: Dog Health & Wellbeing Specialist

Vacancy Dog Health & Wellbeing Specialist
Salary GBP £27,472 to £29,091 per annum
Job Type Specialist Professional
Category Permanent- Full Time
Closing Date 14/12/2020
Date Posted 01/12/2020
Reference 0000037740
Location Hull
Region England

Job Profile

Job Title: Dog Health & Wellbeing Specialist

Directorate: Operations

Reports To: Dog Health & Wellbeing Operations Manager

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: 24/09/2020

Overall Role Purpose

The Dog Wellbeing Specialist helps people with sight loss to live the life they choose by being responsible for the overall monitoring, support and advice on the health & wellbeing of all dogs within their geographical area. The role manages staff carrying out daily husbandry for dogs housed at Guide Dog sites and ensures the service operates within national practices. The role monitors the financial spend on veterinary care within the region and negotiates with veterinary practices to ensure a cost-effective service is provided.

Key Responsibilities

- Responsible for the delivery of the dog wellbeing service which ensures the quality of the health, welfare, and veterinary care of Guide Dogs stock to national standards. Ensures that clinical treatment/regimes and health assessments are carried out, so that informed decisions and appropriate actions can be taken.

- Collates and interprets health information and veterinary reports which help identify major or new patterns of health issues and any impact on the national breeding programme, escalating relevant information to the Canine Services Team to manage/control and mitigate risk.
- Responsible for gaining all relevant veterinary information to support decisions on treatment plans. Consult with veterinary professionals and/or clients to identify the most appropriate course of action, maximise the dog's wellbeing.
- Provide practical and technical training, support and advice regarding health and veterinary care to all customers both internal and external. Provide technical expertise to problem solve and resolve escalated health and wellbeing concerns. May be required to interpret or clarify technical information to aid understanding for customers.
- As part of a national rota, provide a triage response to all calls escalated from the Guide Dog Information Line (GDIL), which require technical support and advice to all customers regarding dog health and veterinary care.
- Develop and maintain professional working relationships with veterinary practices within the area to guarantee a high-quality service which is cost effective and meets the needs of the organisation.
- Ensure puppies, dogs in training and breeding stock (potential or confirmed) receive appropriate health investigations for conditions which may impact on their training or working ability. Make recommendation regards their progression to the Dog Wellbeing Operations Manager.
- Provide reports on the health status of stock to enable informed decisions to be made in case reviews or review of breeding stock to protect the genetic pool. Maintains accurate records to ensure correct diagnoses are documented.
- Maximise individual and team potential through training and development. Sets objectives, targets and manages individual performance within the team delivering daily husbandry for dogs housed on site.
- Responsible for the application and compliance with policies and procedures regarding the health, safety and wellbeing of the team. Monitors risks and ensures appropriate action taken.

Breadth/Scope of Accountability

People Accountability

Number of Direct Reports: up to 4, depending on location

Number of Indirect Reports: None

Number of Volunteers Supervised: up to 20, depending on location

Financial Accountability

Annual Income Accountability: None

Assets Managed: None

Budget Accountability: authorise any expenditure up to £1,000 spend

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

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Working at Guide Dogs

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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

- One of the following: -
 - 2 'A' levels (one of which must be a biological or social science subject),
 - equivalent qualifications, or experience.

Desirable

- Vocational qualification specific to canine health and welfare to NVQ level 3 or equivalent.
- RCVS Veterinary nurse qualification

Job-Related Experience

Essential

- Proven experience working with dogs within a professional environment and communicating with veterinary professionals. Demonstrated knowledge of animal care and behaviour.
- Supervision, teaching or mentoring of others demonstrating successful delivery of an outcome.

Desirable

- Working with volunteers.
- Working with people with a visual impairment or other disabilities.

Knowledge

Essential

- Demonstrated application of the core principles of animal care and behaviour.

Skills and Competencies

Essential

- Computer literate to provide insight data regarding our dog population.
- Comfortable using and updating databases and using online telephone systems
- Proven effective communication skills to be able to influence audience.
- Able to practically apply theoretical knowledge and translate it for audience as appropriate.
- Able to plan and prioritise own workload
- Self-motivated and able to lead by example.
- Independent and able to make decisions/direct others based on own knowledge and experience.
- Ability to problem solve and be resourceful in non-routine situations.

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

Current driving license, ability to work unsocial hours including early mornings, weekends, Bank Holidays, evenings.

Job Description: Regional Marketing and Communications Manager

Vacancy	Regional Marketing and Communications Manager
Salary	GBP £27,472 to £29,091 per annum
Job Type	Specialist Professional
Category	Permanent- Full Time
Closing Date	14/12/2020
Date Posted	01/12/2020
Reference	0000037742
Location	North East
Region	North East

Job Profile

Job Title: Regional Marketing and Communications Manager

Directorate: Marketing, Digital & Influencing

Reports To: Head of Brand

Matrix Reporting To: Regional Head of Operations

Disclosure Check Level: None

Date created/last reviewed: 08/05/2019

Overall Role Purpose

The Regional Marketing and Communications Manager helps people with sight loss to live the life they choose by driving the awareness and saliency of the Guide Dogs brand in the region by leading the development and activation of central, regional and local integrated communications & digital plans.

The role communicates the strategy and work of Guide Dogs, engaging key audiences both externally and internally (including service users, volunteers, staff, and supporters) to strengthen the brand.

Key Responsibilities

- Brand – Drive the awareness and saliency of the Guide Dogs brand in the region by bringing to life the brand positioning through all customer experience touchpoints.
- Champion the new brand identity in the region, leading the implementation across all touchpoints.
- Lead the regional activation of the bi-annual brand campaign, working closely with the central brand, comms and digital teams.
- Communications & Digital – Lead the development, activation and review of central, regional and local integrated communications & digital plans in the region to include print and broadcast media, social media, publications, advertising, events, direct marketing and internal communications as appropriate, ensuring objectives are set and measured. Create and edit key regional publications, as and when required. Source, create and share local case studies.
- Services and volunteering marketing - Lead the development, activation and review of marketing strategies and plans with Head of Region to help delivery of regional targets. Generate region-based stories and articles for Corporate publications
- Media relations - Build strong and on-going relationships with journalists through proactive and reactive media relations, including dealing with issues and crises that are a risk to the organisation's reputation. Develop and maintain a network of communications champions in the region.
- Spokesperson - Be a key spokesperson on behalf of Guide Dogs for regional media and where appropriate nationally.
- Advice and training - Provide both strategic and tactical advice on communications activities and issues for staff and volunteers within the region. Provide media training and develop communication skills to staff and volunteers within your area and ensure they are adequately briefed for media interviews.
- Quality- Work across departments and functions both at Central Office and within your region, to ensure that Guide Dogs online and print communication channels are up-to-date and reflects regional content and context.

Breadth/Scope of Accountability

People Accountability

Number of Direct Reports: None

Number of Indirect Reports: None
Number of Volunteers Supervised: Up to 10

Financial Accountability

Annual Income Accountability: None
Assets Managed: None
Budget Accountability: Up to £10K

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

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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

- A degree or an equivalent level qualification or equivalent experience.

Job-Related Experience

Essential

- Proven experience of creation and implementation of communications and digital campaigns and projects to meet business objectives, with experience of targeting different audiences through media channels.

Desirable

- Experience of working in the third sector.
- Previous brand management experience.
- Previous experience of being a key spokesperson for a large organisation, both with the media and with other organisations.

Knowledge

Essential

- Up to date with best practice and innovation in brand marketing, communications and digital
- Strong digital skills including a good knowledge of Microsoft Office packages, Word and PowerPoint.

Skills and Competencies

Essential

- Excellent written and communication skills, being able to adapt style to different channels or audiences.
- Excellent digital marketing skills.
- Able to give authoritative verbal advice and information on marketing and communications.
- Excellent organisational skills, working under pressure and to deadlines.

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: Services Marketing Officer

Vacancy	Services Marketing Officer
Salary	GBP £27,472 to £29,091 per annum
Job Type	Specialist Professional
Category	Permanent- Full Time
Closing Date	15/12/2020
Date Posted	02/12/2020
Reference	0000037745
Location	Scotland
Region	Scotland

Job Profile

Job Title: Services Marketing Officer

Directorate: Marketing, Digital & Influencing

Reports To: Service Marketing Manager

Matrix Reporting To: The role delivers against shared service delivery objectives (with services) so reports in directly with Service Directors

Disclosure Check Level: None

Date created/last reviewed: 05/09/2019

Overall Role Purpose

The Services Marketing Officer helps people with sight loss to live the life they choose by executing the marketing and communications plans that raise awareness and stimulate demand for the broad range of Guide Dog services. In order to meet challenging targets in engaging more of the sight loss community, including their friends and family and recruiting volunteers to deliver service targets.

Key Responsibilities

- Manage and develop the services marketing suite of literature to promote new services or extensions of existing services. Sourcing and carrying out case studies, commissioning and organising photoshoots when appropriate.

- Manage the ongoing supply of all service marketing literature to the organisation, ensuring it meets the need, is cost effective and updated where necessary. Identify areas for improvement, conduct analysis and communicate with regional business support staff to ensure smooth supply nationally.
- Manage staff and materials at sector specific events, as part of the marketing mix (where in line with overall marketing objectives). Ensure cost effective use of budget and improvements in processes where possible.
- Manage important relationships with key regional mobility team staff and Service Heads in order to deliver against volunteering and national service targets.
- Spend the Services Marketing budget effectively and in a cost-efficient manner, keeping track of monthly spend; responsible for raising purchase orders.
- Manage external supplier relationships, managing contract terms and day-to-day relationships to ensure the best deal for Guide Dogs.
- Provide expert advice to colleagues across the organisation on best practice and most appropriate marketing activity in order to achieve specified services marketing objectives and ensure cost-effective outcomes for Guide Dogs.
- Assist the Service Marketing Manager with the development of a long-term services marketing strategy for all services in line with the corporate strategy and service growth targets, with clear objectives and KPIs, using evidence and insight from research and across the business.
- Assist the Service Marketing Manager with the development of individual marketing plans for each service (extracting content from National Heads of Services) including audience profiling, targeting, performance target vs actuals etc to inform integrated comms planning across the directorate.
- Assist the Service Marketing Manager with creating multi-channel services marketing communications plans and campaigns with buy in across the directorate and within the Services Directorate, in order to stimulate demand for services in line with service targets. Ensure customer journeys are in place that fully optimise the campaigns.
- Assist the Services Marketing Manager in managing important relationships with Comms, Creative and Digital and without whom the objectives can not be achieved.

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

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Person Specification

Education/Qualifications

Essential

- Educated to degree level or equivalent experience.
- Relevant professional marketing/communications qualification or equivalent experience.

Job-Related Experience

Essential

- Experience in a similar role in Marketing.
- Experience of planning and co-ordinating fully integrated marketing campaigns, matching service/product features into customer needs and successful marketing campaigns.

Knowledge

Essential

- Demonstratable and up to date working knowledge of marketing.

Desirable

- Knowledge of sight loss population.
- Knowledge of recruiting volunteers.
- Charity sector.

Skills and Competencies

Essential

- Ability to develop marketing plans and integrated marketing communications plans to complex, diverse and hard to reach audiences.
- Copy writing, producing collateral, internal communications, developing specific campaigns.
- Managing key relationships.
- Working persuasively to encourage others to deliver.
- Problem solving, developing new practices and procedures.

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**** End of document**