TERMS OF REFERENCE: ATTRACT EVENTS COHERENCE OFFICER

Scope

1.   SO2 Attract Event Coherence Officer supports the planning and co-ordination of Attract events across the Recruitment and Attraction (R&A) organisation including the logistical management of Direct Recruiting Events (DRE)[1] in co-ordination with SO2 Marketing. The post holder is responsible for the planning of all experiential[2] elements of recruitment events and for the co-ordination of agency input into those campaigns.

Responsibilities

2.   SO2 Attract Event Coherence Officer is responsible for the following:

a.   To deliver a Specialist Attract team coherence role, reporting to SO1 Attract on all factors affecting the teams delivery of their primary function.

b.   To plan, co-ordinate and evaluate Attract Specialist Attract Team's national recruiting events and experiential visits in conjunction with internal stakeholders.

c.   To co-ordinate, control and manage agency input into Attract experiential activities and DRE.

d.   To coordinate the requirement for outreach and recruiting ancillaries requirements, ensuring brand compliance and coherence with Attract assurance requirements.

e.   To provide direction and guidance to Hd R&A staff on all Attract experiential activities and DRE activities including developing, analysing and implementing change based on data insights provided by Marketing and SCIO data.

f.   To support the management of all administrative elements of the whole Attract Events on behalf of SO1 Attract including the development of financial business cases, appropriate risk assessments and joining admin for participants of activities.

g.   To work closely with all internal stakeholders to deliver the attract events programme on task to time and budget.

h.   To act as the primary contact for Attract events media.

i.   To Co-ordinate the overarching Attract Planning meetings including the development and maintenance of the Attract Coherence Events diary plan to ensure all attract elements can amplify key events/dates.

j.   To respond to additional tasking as required by SO1 Attract.

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[1] Defined as recruiting events at which the RN may attract individuals to join the RN and where direct interaction with potential candidates occurs.

[2] Defined as occasions where candidates experience RN life e.g. visits to ships, establishments or through specialised activities.

Accountability

3.   SO2 Attract Event Coherence Officer is accountable to SO1 Attract who is also the First Reporting Officer. Hd R&A is the Second Reporting Officer.

4.   SO2 Attract Event Coherence Officer is the 2RO for the Medical, Logistic and SM Specialist Attract Teams

Authority

5.   SO2 Attract Event Coherence Officer is authorised to liaise with the following:

   a.   All internal R&A stakeholder relevant to the delivery of TORS.

   b.   Recruiting Force nominated personnel on all experiential recruiting campaigns and activities.

   c.   Royal Navy and MOD desk officers on Experiential Plans activity, responding to issues as appropriate

   d.   Recruiting Force staff through their CoC in support of experiential activities.

   e.   HM Ships and Submarines, RN and RM units and establishments, civilian authorities and the general public on matters relating to his/her recruiting duties.

   f.   Officers in Charge of University Royal Navy Units.

   g.   Education Establishments, Cadet Units, Youth Organisations and any other organisation/society that may benefit the Royal Navy recruiting process

COMPETENCIES

8..   The post holder is to be a

	COURSE REFERENCE	SKILL LEVEL (ADV/INT/BASIC)
MoD Diversity and Equality training. (essential)		
ICSC(M) (essential)		
Driver Cat B licence (essential)		
Proficient in Word, Power Point and Excel and digital delivery platforms such as MS Teams, Google classroom and zoom (essential)		

Part 2: Key Change Objectives

(To be agreed between employee and Line Manager annually or on taking up the post)

1.   During the next 12 months, the post holder is to direct his efforts to achieve his primary and secondary purposes, with the following specific targets:

Signature of Job Holder   Signature of Line Manager

Date:

3