

Issue Date: 27 October 21

Review Date: 01 April 22

TERMS OF REFERENCE FOR ATTRACT TEAM LEEDS (EAST) 2

Post Holder: Vacant

Full Title: Attract Team Leeds (EAST) 2

Short Title: AT LEEDS (EAST) 2

JPA Position Number: 2050118

Part 1: Job Summary

PREAMBLE

1. The Royal Navy (RN) recruiting organisation, under Head of Recruitment and Attraction (Hd R&A), is responsible, Director P&T for the delivery of the RN recruitment and assessment pipeline.
2. In the field, Attract Team (AT) personnel act as each Recruiting Area's focus for the planning and delivery of all community engagement activity. The ATs are Hd R&A's primary asset within the organisation to deliver nationally based, but locally delivered, specialist engagement for the RN, within an assigned geographical area of the UK.
3. This engagement is delivered through an innovative delivery programme including Leadership and Development packages, experiential engagement and faith engagement. The AT LEEDS (EAST) 2 primary role is to engage with target audience set by Hd R&A through delivery of direct engagement and outreach both in face to face delivery and utilising all digital channels authorised by SO1 Attract. AT are a key element in supporting the Ministry of Defence's commitment to increasing the diversity of its personnel and increasing awareness of the RN in under-represented groups such as BAME and females. Each of the AT's are co-located within the Hd R&A recruiting areas and have a responsibility to liaise with the RFF in support of their efforts, through the team leader of AT LEEDS (EAST).

PURPOSES

Primary Purpose.

4. To deliver coherent engagement and outreach activities for Hd R&A that raises awareness of the RN to the general population and specifically in under-represented groups, through the direction and co-ordination of the WO Attract and AT LEEDS (EAST) TL within their AOR.
 - i. Deliver a sustained and consistent tailored and coordinated programme of engagement and outreach activities to engage with young people in a broad age group of 10-25 raising their awareness of the Royal Navy to communities which will achieve the aim of creating permissive recruiting environments through both face to face direct contact engagement and through authorised digital channels.
 - ii. Maintain relationships with key regional interlocutors, including Business and Community leaders, key educational staff and youth organisations, as well as other Hd R&A stakeholder (e.g. Recruiting Field Force (RFF) and Specialist Recruitment Teams (SRTs)).

Secondary Purposes.

5. To support the other 2 Areas in the execution of their Attract activity when additional resource is required. Other tasking as directed by their CoC

ACCOUNTABILITY

6. AT LEEDS (EAST) 2 is accountable to AT LEEDS (EAST) TL who will be their First Reporting Officer. AT LEEDS (EAST) WO Attract will be Second Reporting Officer.

AUTHORITY

7. AT LEEDS (EAST) 2 is authorised to:

- i. Deliver approved presentations and activities, both face to face and through authorised digital channels, in Schools, Colleges, Universities, Youth Organisations and other community organisations as tasked by Command.
- ii. Maintain direct liaison with all other AT Team's positions in order to ensure that approaches to engagement and outreach is consistent and coherent. Develop best practice through co-ordination at the AT Team Leaders Monthly Meeting.
- iii. Maintain direct liaison with other Hd R&A RFF staff within their area.
- iv. For Media and Communications opportunities, maintain liaison with the relevant Hd R&A Attract Planning and Media and AT Digital Media Manager.
- v. Take decisions and sign correspondence at the appropriate level in support of his/her purpose.

8. To fulfil the primary purpose AT LEEDS (EAST) 2 is authorised to support TL in the maintenance of direct liaison at the appropriate level with:

- i. Education, employment and other civil authorities including those who represent ethnic minority (EM) organisations.
- ii. All groupings of the RN including HM Ships and Establishments.
- iii. Appropriate NRC HQ Staff to exploit events such as Ship visits.
- iv. Army and RAF staffs within his/her region for Tri Service outreach activities
- v. The 3 services' Cadets, Combined Cadet Forces and University Officer Training Organisations.
- vi. Hd R&A Recruiting Coherence and marketing staff through their team leader.

TASKS

9. The AT LEEDS (EAST) 2 tasks are:

Primary Tasks:

- i. Engage with young people through the delivery of approved presentations and activities to deliver a coherent outreach programme that raises awareness of the Naval Service in under-represented groups such as females and BAME, within their AOR both in face to face engagement or through the medium of on-line delivery platforms.
- ii. Actively contribute to the raising of awareness of the RN in target communities as directed by SO2 Attract Manager, WO Attract and AT LEEDS (EAST) TL.

- iii. Comply with all corporate governance guidance and MOD financial regulations and maintain record for audit when required.
- iv. Liaise with peers in the other Services within their AOR, ensuring networks and best practice are shared on a tri-Service basis, attending meetings as required.
- v. Attend key meetings as required and directed.
- vi. Maintain and uphold the highest standards of dress and bearing at all times.

Secondary Tasks:

- i. Maintain full records of activities that they deliver, prepare returns for AT LEEDS (EAST) TL which will allow them to appropriately evaluate the impact of engagement outreach across their AOR with all the diverse groups of the community.
- ii. Respond to other tasking as appropriate by their Command.

COMPETENCIES

10. The post holder is to be a

	COURSE REFERENCE	SKILL LEVEL (ADV/INT/BASIC)
MoD Diversity and Equality training. (essential)		
Driver Cat B licence (essential)		
CRB Enhanced (essential)		
Disclosure Scotland Enhanced Certificate(Essential) (SNI only)		
Proficient in Word, Power Point and Excel and digital delivery platforms such as MS Teams, Google classroom and zoom (essential)		

Signature of Job Holder

Signature of Line Manager

Date:

Date: