

Issue Date: 01 November 2021

Review Date: 01 April 2022

TERMS OF REFERENCE FOR ATTRACT WO ACTIVITY DEVELOPMENT

Post Holder: VACANT

Full Title: Attract WO Activity Development

Short Title: ATTRACT WO Activity Development

JPA Position Number: 2113835

Part 1: Job Summary

PREAMBLE

1. The Naval Service (NS) recruiting organisation, under Head of Recruitment and Attraction (Hd R&A), is responsible, to Dir P&T for the delivery of the NS 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 and recruiting outreach activity. The ATs are Hd R&A's primary asset within the organisation to deliver nationally based, but locally delivered, direct contact engagement for the NS, within an assigned geographical area of the UK.

3. WO Planning & Media's primary role is to develop innovative and governed engagement programmes for use with target audiences set by SO2 Planning Delivery which can be delivered in both face to face delivery and utilising all digital channels as authorised by SO1 Attract. These programmes will include Leadership and Development packages, experiential engagement and faith engagement. In addition WO Planning & Media will create the media plan for the AT's and work with key stakeholder to maximise coverage of all activities.

4. An effective media strategy to support the engagement with target communities is a critical enabler in supporting and enhancing the engagement work for both internal and external organisations/ influencers. This post will be a key element in supporting the Ministry of Defence's commitment to increasing and retaining the diversity of its personnel and increasing awareness of the NS in under-represented groups including as BAME and females, supporting the attainment of the NS Levels of Ambition as set by 1SL.

PURPOSES

Primary Purpose.

4. To establish and deliver a coherent direct contact engagement and outreach plan for Hd R&A that raises awareness of the NS to the general population and specifically in under-represented groups, as directed by Hd R&A, through the direction and co-ordination of the AT within their AOR.

Secondary Purposes.

5. Additionally;

- i. Develop 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 or to exploit permissive recruiting environments through both face to face direct contact engagement and through authorised digital channels.

- ii. Develop networks and relationships with other key MoD Diversity stakeholders including within RNMCE, MoD D&I, NCHQ D&I, Chaplain of the Fleet, CMR and the other Services.
- iii. Effectively developing the role as a key interlocutors between Hd R&A and MCE ensuring clear, agile and reactive communication between areas which allows both to fully utilise content generated in the most effective method to highlight the engagement work taken which will improve the diversity of the NS.
- iv. Liaise and coordinate with other Hd R&A entities (e.g. SO2 Attract Managers, the Recruiting Field Force (RFF) and Specialist Recruitment Teams (SRTs)) to develop a tailored and coordinated programme of engagement and outreach activities to achieve the aim of creating permissive recruiting environments.

ACCOUNTABILITY

6. WO Activity Development is accountable to the SO2 Development, Planning and Media who will be the First Reporting Officer. SO1 Attract will be the Second Reporting Officer.

AUTHORITY

7. WO Activity Development is authorised to:

- i. Act as the lead for developing community engagement tools and programmes within their AOR. They are authorised to maintain direct liaison with other key MoD diversity stakeholders pertaining to the creation of coherent event and engagement plans and their execution.
- ii. Act as lead for the development and management of Attract media plans and deliverables maintaining direct liaison with other Hd R&A staff within their area i.e. marketing to ensure coherent messaging framed around Hd R&A annual marketing campaigns and authorised key event planning
- iii. Maintain direct liaison with all other SO2 within the Attract area in order to ensure that approaches to outreach is consistent and coherent. Develop best practice through co-ordination at the Hd R&A Attract Teams Management board.
- iv. For Media and Communications opportunities, maintain direct liaison with the relevant RN Media teams.
- v. Take decisions and sign correspondence at the appropriate level in support of his/her purpose.

8. To fulfil the primary purpose WO Activity Development is authorised to establish and maintain 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 NS including HM Ships and Establishments.
- iii. Army and RAF staffs within his/her region for Tri Service outreach tools.
- iv. Hd R&A HQ staff including marketing staff and the RTAG.
- v. All devolved nations educational departments where appropriate.

- vi. Hd R&A Finance officers in NCHQ, for any budgetary matters relating to their taskings

TASKS

- 9. The WO ACTIVITY DEVELOPMENT tasks are:

Primary Tasks:

- i. Support the development of a suite of training activities including development of ISPECs and lesson plans.
- ii. Ensure that all Attract team members are confident in delivering all areas of the activities.
- iii. Liaise with RTAG to see where cohesive learning can be provided across all areas of CNR.
- iv. Maintain a diverse photo database for use in support of team presentations and media opportunities.
- v. Support the maintenance of a MOD IT compliant repository for lesson plans which will be accessible by external stakeholders to the MOD.
- vi. Support the develop a cohesive suite of training activities that highlights the role of the RN to an audience that has little or no knowledge of its role in society for use Pan Attract Pillar including the creation of Lesson plans and user guides for activity.
- vii. Support the development an ongoing programme for creative development liaising with all internal and external stakeholders to deliver.
- viii. Be responsible for the audit of current Attract activities to ensure they are relevant and appropriate for the Target Audiences.
- ix. Co-ordination for R&A Marketing input to Attract Activities.
- x. Coordinate and report the evaluation of the activities effectiveness and report to Command bi-annually.
- xi. Where activity meets the part of the national curriculum (including the devolved nations) produce lesson plans that articulate the areas of the curriculum covered that can be utilised by the teacher).
- xii. Develop and maintain an induction process which incorporates both the broader R&A induction and the specific Attract Pillar induction requirements.
- xiii. Create and deliver Hd R&A media plan highlighting and enhancing Hd R&A Engagement and Outreach activities for use on both internal and external channels utilising issued LTT and messaging from MCE channels.
- xiv. Inform the Attract Pillar elements of the newly developed webpage through liaison with R&A Hd of Marketing.
- xv. Responsible for the development and maintenance of a MOD IT compliant repository for the AT lesson plans that is accessible by educational establishments.
- xvi. Assume full responsibility for all budgetary matters in their AOR ensuring full compliance with all corporate governance guidance and MOD financial regulations.

- xvii. 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.
- xviii. Attend key meetings as required and directed.

Secondary Tasks:

- i. Co-ordinate the maintenance of records of AT’s activity across the region, prepare returns for SO1 Attract/Hd R&A HQ which appropriately evaluate the impact of Attract and SRT’s outreach across their AOR with all the diverse groups of the community as directed at the AT Management meetings.
- ii. Respond to other tasking as appropriate by SO1 Attract.

COMPETENCIES

10. 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)		
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)		
Experienced in Social Media development (desirable)		
Media Training (desirable)		

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:

Date: