

Issue Date: 01 November 2021

Review Date: 01 Sept 2022

TERMS OF REFERENCE FOR SO2 ATTRACT MANAGER CENTRAL

Post Holder: VACANT

Full Title: RECRUITMENT AND ATTRACTION SO2 ATTRACT MANAGER CENTRAL

Short Title: R&A ATTRACT MGR CENTRAL

JPA Position Number: 2091517

Part 1: Job Summary

PREAMBLE

1. The Naval Service (NS) recruiting organisation, under Hd of Recruitment and Attraction (Hd R&A) is responsible, to Dir Personnel and Training 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 activity. The ATs are HD R&A's primary asset within the organisation to deliver nationally based, but locally delivered, direct contact recruiting engagement for the NS, within an assigned geographical area of the UK.
3. R&A Attract Mgr Central's 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 in their assigned geographical area.
4. This engagement is delivered through assured educational packages, experiential engagement and faith engagement. In addition, R&A Attract Mgr Central is a key element in supporting the Ministry of Defence's commitment to increasing the diversity of its personnel and increasing awareness of the NS in under-represented groups such as BAME and females. Each of the 3 R&A ATTRACT MGR positions have a responsibility to liaise with the RFF and four Naval Regional Command HQs. In support of their efforts, they command and direct the activities of a team comprising appropriate SMEs.

PURPOSES

Primary Purpose.

5. 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.
6. To develop relationships with key gatekeepers and influencers in target communities as set by SO1 Attract at quarterly Attract Pillar management meetings to create engagement opportunities for the AT to exploit. Routine analysis and evaluation of this must be recorded on the AT relationship database and available for review at performance meetings.

Secondary Purposes.

7.
 - 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 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. Liaise with the respective areas NRC in order to provide targeted NRC outreach in support of Hd R&A meeting their recruiting targets.
- iv. Liaise and coordinate with other Hd R&A entities (eg AT HQ Staffs, the Recruiting Field Force (RFF) and Specialist Recruitment Teams (SRTs)) to deliver a tailored and coordinated programme of engagement and outreach activities to achieve the aim of creating permissive recruiting environments.

ACCOUNTABILITY

8. R&A Attract Mgr Central is accountable to the SO1 Attract who will be the First Reporting Officer. Hd R&A will be the Second Reporting Officer.

AUTHORITY

- 7. R&A Attract Manager Central is authorised to:
 - i. Act as the diversity lead for community engagement 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. Maintain direct liaison with other HD R&A staff within their area including RFF AND SRT staffs to ensure a coherent and tailored programme of engagement within their AOR which develops permissive recruiting environments for HD R&A recruiters to exploit.
 - iii. Maintain direct liaison with all other R&A Attract Mgr positions in order to ensure that approaches to diversity outreach is consistent and coherent. Develop best practice through co-ordination at the HD R&A Attract Teams Management board.
 - iv. Implement an appropriate and effective hand-off process to Hd R&A recruiting teams when engagement has been deemed to have created a permissive recruiting environment for the Hd R&A recruiting teams to exploit.
 - v. Maintain direct liaison with appropriate NRC HQ staff for regional activities which might provide engagement and outreach opportunities such as Ship visits and other similar engagement events, through attendance at Regional Co-ordination Groups thereby ensuring a coherent engagement plan is maintained, in order to maximise use of resources and opportunities.
 - vi. For Media and Communications opportunities, maintain direct liaison with SO2 Attract Planning and Media.
 - vii. Take decisions and sign correspondence at the appropriate level in support of their purpose.
- 8. To fulfil the primary purpose R&A Attract Mgr Central 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. Appropriate NRC HQ Staff to exploit events such as Ship visits.
- iv. Army and RAF staffs within their region for Tri Service outreach activities
- v. The 3 services' Cadet , Combined Cadet Forces and University Officer Training Organisations.
- vi. R&A ATTRACT HQ desks
- vii. Hd R&A Finance officers in NCHQ, for any budgetary matters including Official Hospitality and working functions.

TASKS

9. The R&A Attract Mgr Central tasks are:

Primary Tasks:

- i. Act as lead and Subject Matter Expert (SME) for the delivery of 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. Lead and coordinate the AT in the delivery of the community engagement outreach programme in line with the targets set by SO1 Attract at the Attract Management meeting and assume all direct line management responsibilities for this team.
- iii. Develop a regional network with key leaders within both the business and civil communities, identifying opportunities to raise awareness of the NS in target communities as directed by SO1 Engagement.
- iv. Assume full responsibility for all budgetary matters in their AOR ensuring full compliance with all corporate governance guidance and MOD financial regulations.
- v. 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.
- vi. Attend key meetings as required and directed.

Secondary Tasks:

- i. Co-ordinate the maintenance of records of Area Engagement activity across the region, prepare returns for SO1 Engagement/HD R&A HQ which appropriately evaluate the impact of Area Engagement 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)		

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 their efforts to achieve their primary and secondary purposes, with the following specific targets:

Signature of Job Holder

Signature of Line Manager

Date:

Date: