

Terms of Reference - Recruitment and Attraction Marketing SO3 Events

Post Title	R&A RN Events SO3	Rank	OF2
JPAN	HQ MKT EVENTS SO3 2179253	Location	Jago Road, HMNB Portsmouth

Preamble

1. **Primary.** RN Marketing SO3 Events will report directly to the R&A Marketing Engagement Manager supporting the day-to-day operations of the R&A Marketing Team. Provide SME and tactical support in the delivery of the paid and unpaid R&A events programme.
2. **Secondary.**
 - a. Support R&A missions to provide assured delivery of all activity aimed at recruiting high quality people in sufficient numbers to maintain the Operational Capability of the RN, RMs, RFA and Maritime Reserves, today and in the future.
 - b. Act as tactical point of contact and co-ordinator to our contracted events supplier (Identity) in the delivery of R&A's recruitment events.
 - c. Lead in the tactical delivery and implementation of the unpaid events programme.
 - d. Critically analyse the effectiveness of the events programme through available data. Promote the use of available tools across all stakeholders.
 - e. Liaise between Specialist Recruitment Teams and the Recruitment Field Force to identify and allocate manpower and resource to attend events.
 - f. Secretary for the Quarterly R&A Events board, co-ordinating inputs and required actions across all departments.
 - g. Lead for branding and equipment on behalf of R&A.
 - h. Carry out tasks set by Head of R and A, Head of Marketing and Marketing Engagement Manager.
 - i. Engage with various stakeholders to provide engagement and understanding in the delivery of a co-ordinated events programme.
 - j. Be a member of the Portsmouth Naval Base Duty Officer Roster.
3. **Organisation.** RN Marketing SO3 Events is accountable to the Marketing Engagement Manager and provides support/guidance to the R&A Marketing Team as necessary to ensure delivery of R&A Marketing activities and in support of higher-level Taskers.
4. **Reporting.** RN Marketing SO3 Events is directly accountable to Marketing Engagement Manager. Reporting responsibilities are as follows:
 - a. 1RO is SO2 Marketing Engagement Manager; 2RO is Head of Marketing.
5. **Authority.** RN Marketing Co-ord is authorised to:
 - a. Liaise directly with other departments, contracted agencies, MoD departments and organisations as required.
 - b. Engage, and where necessary, direct activity from personnel across the R&A Marketing Team in direct response to higher-level authority.

c. Deputise for other Marketing Team members and Head of Marketing, as directed.

6. **Tasks.** RN Marketing SO3 Events has the following tasks on behalf of Hd R&A:

a. Support the COS with drafting staff work for 2* returns on behalf of Hd R&A.

b. Attend and support internal meetings. ie: Weekly Marketing meeting, MDP, Depcos.

c. Attend and support external routine meetings. ie: with media agencies, Recruitment events.

7. **Competences.** RN Marketing Events SO3 OF2 position with the following essential and highly desirable competencies:

Essential

a. NIL

Desirable

a. Divisional Officer Qualified.

b. Security. Experienced / Knowledgeable in broader Security policy, activities necessary to support R&A organisation.

c. Diversity & Inclusion. Experienced / Knowledgeable in broader D&I policy, activities necessary to support R&A organisation.

d. ICSC(M).

Useful

d. Full Driving License.

Signed:

Signed:

Name:

Name:

Role:

Role:

Date:

Date: