

Issue Date: 01 November 2021

Review Date: 01 April 2022

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## **TERMS OF REFERENCE FOR ATTRACT WO POLICY AND ASSURANCE**

Post Holder: VACANT

Full Title: Attract WO Policy and Assurance

Short Title: ATTRACT WO Policy and Assurance

JPA Position Number: 2113186

### **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 Activity Development's primary role is to develop innovative and governed engagement programmes for use with target audiences set by SO1 Attract 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 Policy and Assurance 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 Policy and Assurance is accountable to the SO2 Personnel, Policy and Assurance Attract who will be the First Reporting Officer. SO1Attract will be the Second Reporting Officer.

## **AUTHORITY**

7. WO Policy and Assurance is authorised to:

- i. Act as the lead for developing an assurance framework which supports the 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 this framework.
- ii. Act as lead for the development and management of R&A policy pertinent to the Attract pillar in liaison with Key R&A Stakeholders and broader NS policy desks.
- 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 assurance, 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 Policy and Assurance 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 Policy and Assurance tasks are:

### Primary Tasks:

- i. Create a robust assurance framework for the Attract Pillar functions.
- ii. Conduct routine planned assurance to evaluate the teams effectiveness in delivering activities by delivering a programme of assurance visits across the AOR report to SO1 Attract at the quarterly Attract Management Board.
- iii. Liaise with RTAG to deliver routine assurance on the activities being developed and the accompanying literature.
- iv. Assure that all Induction and mandatory NS training requirements are delivered pan Attract Pillar.
- v. Liaise with R&A Policy development leads to ensure inclusion of Attract pillar requirement in policy development.
- vi. Assure the Attract Pillar induction process which incorporates both the broader R&A induction and the specific Attract Pillar induction requirements.

### 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)		
Risk Management Trained		

(essential)		
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## **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: