



Dated 31.3.22

WEST MIDLAND RESERVE FORCES AND CADETS ASSOCIATION

JOB DESCRIPTION

FOR

REGIONAL EMPLOYMENT ENGAGEMENT DIRECTOR

Job Title: Regional Employer Engagement Director

Pay Band: C2 Crown Servant

Department: Engagement

Line Manager: WM RFCA Head of Engagement (Hd Engt)

GENERAL

1. REED 1 is responsible to the WM RFCA Hd Engt.
2. This position is a full time appointment working 37.5 hours over 5 days per week. It will require the incumbent to work outside working hours and the occasional weekends/Public Holidays as directed/agreed by the Hd Engt/CE WM RFCA.
The hours of working are:
 - Monday – Thursday 0830hrs – 1630hrs
 - Friday 08.30hrs – 1600hrs
3. REED 1 will be expected to drive to client appointments within the WM RFCA area of responsibility

OVERVIEW

4. The REEDs outputs are to further the Government's objectives at regional level by delivering a coherent employer engagement programme to support Defences' purposes, aiming to establish enduring relationships and positive support with both public and private sectors in the WM RFCA area The principal output is to assist in



creating the environment which will encourage employers to support Reservists from the three single Services in order to meet Defence Requirements.

5. REED 1 in conjunction with the REEDs 2 and 3 is the RFCA's lead on/focal point for the delivery of the employer engagement outputs specified by Stakeholders and is responsible, through the Chief Executive, for the region's compliance with the national Defence Relationship Management (DRM) Business, Marketing and Communications Plans.

TASKS AND RESPONSIBILITIES

6. Prepare, issue and deliver effective Employer Engagement (EE)/Employer Support (ES) with a contact and communication strategy in line with the DRM Business, Marketing and Communications Plan, the HQ WM EE/ES Plan and the RFCA Management Plan within the allocated budgets.
7. Develop and maintain effective liaison with the DRM Account Managers, employers and employer organisations in order to:
 - a. Raise awareness of matters relating to the employment of Reservists and Cadet Force Adult Volunteers, including the FR 30 programme of objectives throughout the region and wider civilian community..
 - b. Gain and maintain supportive employers.
 - c. Progress employers through the national Employer Recognition Scheme and record against the Measurement of Effect Outcomes to demonstrate support.
 - d. Promote and encourage Armed Forces Covenant signatories in liaison with DRM, the Regional Employer Engagement Board (REEB) and the single Services.
 - e. Assist the Chains of Command to establish and maintain partnering arrangements with employers and de-conflict where necessary.
 - f. Educate employers on the operational requirements of mobilisation, demobilisation and contingency operations and also on the financial responsibilities of Defence in those instances. Act as intermediary when necessary.
 - g. Seek and gain support of all known employers of Reservists and Cadet Force Adult Volunteers (CFAVs) in order to assist the Services to deliver resilient Reserve Forces and to enable the Cadet Movement to function.



8. As directed in the DRM Business Plan, produce reports on progress as required in order to inform DRM, the REEB and the Regional Engagement Group (REEG).
9. Through the Employer Engagement Administration Officer, maintain and validate the Salesforce database of Reservists and employer contacts in accordance with direction from DRM.
10. Identify potential new REEB/REEG members as/when required to refresh the respective committees on a continual basis.
11. Maintain an effective liaison with the DRM including attendance at the REED workshops (usually held in London) in order to understand Defence intent and share best practice.
12. Liaise with, and provide support to the Chains of Command on all employer engagement matters, including EE training, casework, transition and Op FORTIFY (Army specific) support to recruiting by working/liaison with:
 - a. RF&C Ops Sp Pol Staff in MOD.
 - b. The REEB.
 - c. The Regional Transition Working Group.
 - d. Units and sub-units including PRUs.
 - e. CTP, DWP, RFEA, Colleges, Schools.
 - f. Chambers of Commerce, IOD, FSB etc.
 - g. Service Recruiting Teams.
 - h. Service Presentation Teams.
13. Identify potential Reservist/employer stories and case studies for media disclosure, in association with the WM RFCA Head of Communications, HQ and DRM as appropriate.
14. Organise and manage events and briefings i.e. Armed Forces Covenant (AFC) signings and Employer Recognition Scheme Silver and Gold awards.
15. Speak and present to small and large audiences of employer and industry related organisations as and when required and actively seek out opportunities to do so.
16. Carry out any other tasks commensurate with the grade of appointment as required and directed by the Commandant or Chief Executive which may include:
 - a. Supporting the REEB secretariat.
 - b. Employer Engagement.
17. REED 1 will co-manage the regional EE budget and forecast accurately, as agreed with their Line Manager and in line with the guidance from the DRM Business Plan and the HQ WM EE/ES Plan.



18. Any other duties as directed by the line manager in accordance with organisational and departmental priorities and staff availability.

MEMBERSHIP OF COMMITTEES

19. REED 1 will support the REEG.
20. REED 1 will be a member of the REEB.

APPRAISAL REPORTING CHAIN

21. The Hd Engt will, be the first reporting officer and the CE WM RFCA will be the Countersigning officer.

Other Features:

This job description should be discussed/read with the line manager at the time of receiving the annual Performance Development Report (PDR).

This job description may be reviewed in the light of changes during the period of appointment and on change of incumbent



PERSON SPECIFICATION – REED 1

Serial	Competence	Essential	Desirable	Evaluation
1	2 years employment at management level	√		AF/I
2	Experience of the commercial environment	√		AF/I
3	Excellent communication, interpersonal and presentational skills	√		AF/I
4	Strong IT skills, particularly Microsoft Word and Excel; and practical experience of managing and operating a database	√		AF/I
5	Valid driving license	√		AF/I/E
6	Account and/or sales management experience	√		AF/I
7	Understanding of the Reserve / Regular / Cadet military environment		√	AF/I
8	Experience of event planning and management	√		AF/I
9	Experience of managing a Budget and financial forecasting	√		AF/I
10	Understanding of Corporate Social Responsibility policies within business		√	I



11	HR/ Employment Law Knowledge		√	I
12	Knowledge of Reserve Forces' Act 1996		√	I

Personal Qualities:

- a. Keen to advance individual skills and personal development.
- b. Ability to priorities tasks and time manage effectively with recognition of where influence and authority lies and its impact on account activity.
- c. A self-starter with high degree of flexibility and adaptability. Excellent team-working ability.
- d. An inquiring mind with an organised approach to engagement and information management and good attention to detail.