

Job Description and Person Specification

Job Title	Volunteer Experience Lead
Location	Home based (with some occasional travel for meetings)
Responsible to	Head of Volunteer Experience and Training
Hours	35 per week
Contract	Full time, Permanent
Salary	FTE £40,000

JOB DESCRIPTION

Purpose of the Post

As the leading bereavement support organisation in the UK, Cruse has over 4000 volunteers who provide bereavement support to over 35,000 people a year. We want to continue to be known for our excellent volunteer experience externally and be an amazing organisation for people to want to give their time and skills.

We want to help more people and diversify who we support. The Volunteer Experience Lead is a new and exciting national role to help us grow, develop and improve the experience of, and engagement with, all of our amazing volunteers to ensure they are motivated, skilled and supported to do their role.

This role is strategic and operational. It will act as a National Advisor and inform and advise on the plans and policies that involve volunteers; it will lead on better engagement as well as introduce more consistent practice and processes covering all aspects of the volunteer experience.

Key Responsibilities and Duties

Develop our Volunteer Experience

This aim is to foster and facilitate a culture of positive engagement and inclusion across Cruse, enabling volunteers to feel heard and continue to be motivated to support Cruse long term.

1. Review current practice and develop a targeted improvement plan for volunteer experience
2. Develop a consistent expectation and standard for volunteer experience across Cruse, supporting the key people involved, to adopt best practice.
3. Lead on, and own, a revision of the volunteer pathway that meets all volunteer opportunities.
4. Advise on volunteer management best practice and national developments in volunteering
5. Review and improve our volunteer offer across Cruse including diversifying roles to attract different volunteers
6. Lead on promoting diversity and inclusion practice for volunteers at Cruse including targeted recruitment, training and awareness
7. Advise on the development, launch and adoption of new volunteer policies across the organisation, to improve the volunteer experience
8. Work with the clinical team to shape the accountability and voice of the Supervisors as a group
9. Work with the fundraising team to shape a programme of volunteer fundraisers
10. Consider new and different opportunities that meet the needs of Cruse

Volunteer Engagement

The role is expected to create a culture of effective volunteer engagement across all channels of Cruse, and help communicate key messages across and between groups of people

1. Work with the Director of Communications and Digital, and other Senior Managers to develop effective channels of communication to volunteers.
2. Work closely with Hub and Service Managers to identify good practice and areas of improvement.
3. Create forums and opportunities to listen, consult and feedback on themes to improve volunteer engagement
4. Build effective relationships with senior volunteers across Cruse and attend National and occasional Hub Council meetings to listen to volunteer feedback and to consult on volunteer developments
5. Support the Head of Volunteer Experience and Training to identify training needs and opportunities for our volunteers
6. Identify additional opportunities for supporting our volunteers both informally and through existing clinical supervision
7. Lead on the development and delivery of a volunteer recognition programme across Cruse
8. Advise on the management of Volunteer concerns and complaints

Volunteer Journey

Lead on and own, a revision of the volunteer pathway that meets all volunteer opportunities.

1. Review the current volunteer journey across the Cruse network
2. Develop a standard, efficient recruitment process using digital platforms
3. Develop a standard joining process for new volunteers across all Cruse services
4. Analyse recruitment and retention data to inform improvements
5. Develop a standard exit process for volunteers

Other roles

1. Provide insight on volunteer data at each stage, as required for reporting
2. Work closely and act as an Advisor to the Volunteer and Training Co-ordinators.
3. Advise on the next phases of the CRM development to ensure volunteer processes are reflective of practice and the volunteer pathway
4. To represent Cruse externally at volunteer events
5. Deputise for the Head of Volunteer Experience and Training when needed

PERSON SPECIFICATION

Experience

1. Managed volunteers in a service delivery environment
2. At least three years working at a national level to improve the volunteer experience
3. Worked in an organisation where volunteers deliver frontline services
4. Led on a national change programme or significant process
5. Led on the implementation of a national volunteer initiative
6. Strong motivational leadership with evidence of achieving successful outcomes and impact.
7. Influencing and facilitating change without direct management
8. Winning over reluctant voices and views

Skills

1. Build and maintain excellent working relationships with tact, diplomacy and sensitivity
2. Mapping processes and analysing improvements
3. Excellent verbal and written communication skills.
4. Excellent relationship skills and bringing people along on the change
5. Skilled at seeing the bigger picture and creating a plan to get there
6. Manage competing priorities and take effective action to deal with these
7. Drive and influence change without line management
8. Analyse complex situations and advise appropriately
9. Lead and manage organisation-wide change programmes
10. Computer literate in MS Office, using zoom/ teams and familiar with CRM systems

Knowledge

1. Best practice in relation to strategic management of volunteers
2. Volunteer pathways
3. Computer literate in MS Office including word, power point, excel and CRM systems
4. A practical understanding of diversity and inclusion in relation to volunteers
5. Understanding of issues related to bereavement
6. An understanding of safeguarding and data privacy
7. Has a practical understanding of diversity and inclusion in the volunteer environment

Personal attributes

1. Persuasive, and excellent people engagement skills
2. Resilient and able to manage the emotions of others
3. Able to quickly establish credibility and rapport
4. Excellent customer service
5. Positive, energetic and able to see the bigger picture
6. Able to work on their own, with limited supervision

Commitment

1. To demonstrating Cruse values
2. To continuing Professional Development
3. Willingness to occasional travel and overnight stays