

# Head of Stakeholder Engagement

## Job description and person specification

---

<b>Job Title</b>	Head of Stakeholder Engagement
<b>Duration</b>	Fixed term maternity cover contract (minimum of 6 months, up to one year)
<b>Hours</b>	21 to 35 hours p/w (we are open to considering alternative hours and work patterns)
<b>Salary</b>	£38 – 45k per annum, depending on experience
<b>Location</b>	London EC4
<b>Annual leave</b>	25 days per annum, pro rata if part time
<b>Reports to</b>	Chief Executive

## National Voices

National Voices is the leading coalition of health and care charities in England. We work with our 160 member organisations, and with the wider health and care system, to push for services that are built around people's needs. We do this by influencing policy, improving practice and acting as a voice for voluntary organisations. We are well-respected, influential, and have a reputation for punching above our weight.

National Voices has a strong commitment to equality and diversity. We particularly welcome applications from disabled and Black, Asian and Minority Ethnic people, as they are currently under represented in our workforce. We would also like to encourage applications from candidates with lived experience of health and care as a patient or carer.

We are undergoing a period of substantial change: We need to develop a more sustainable funding model, but arguably more importantly, need to reinvigorate our member and wider stakeholder engagement. We are up for challenge, and taking sensible risks. We know there is an important job for us to do in making the health and care system fit for patients and users, and we need people who are willing to make decisions and see them through.

## The role

The post holder will be responsible for managing the relationship with our membership and industry partners. This includes overseeing the running of smooth membership processes, delivering a lively programme of member benefits, supporting the development and execution of a new communications strategy that delivers for both National Voices and our key stakeholders. This is a leadership role where you will contribute to joint decisions on the direction and management of the organisation.

## Duties and responsibilities

### Relationship management

- Lead on managing National Voices' relationship with our membership and key industry partners.
- Implement and improve the membership retention and recruitment strategy.
- Maintain and enhance mechanisms for National Voices to understand what matters to stakeholders, allowing them to enhance our work.
- Create more and better opportunities for VCSE sector collaboration on common issues, for example through networks, webinars, discussion forums and so on.

### Process management

- Lead on and improve renewal processes for members and the Industry Collaborative.
- Oversee and manage National Voices ACT! database, which is used to facilitate the membership function.
- Explore and possibly initiate investment in a new CRM system, based on successful funding

### Communications management

- Responsible for the quality of National Voices messages and written content, ensuring high standards and plain English.
- Support the Communications and Engagement Officer in delivering high quality communications. Including press releases, regular newsletters, blogs and other outputs as the need arises.
- Support the Communications and Engagement Officer in developing and delivering a communications strategy.

### Events management

- Design and support the delivery of a varied and strategic programme of events.
- Oversee the operation of National Voices' four membership networks.
- Deliver events as part of National Voices' projects, which may be in collaboration with a range of external stakeholders and funders.

## **Financial management**

- Secure and enhance the income National Voices receives from members and industry partners.
- Take ownership of fundraising and grant applications where they are relevant to our communications and membership functions, for example by identifying and working with possible funders for a new CRM system.
- Carry out accurate and regular reporting to the board on membership, industry relationships and income streams.

## **Other duties**

- Represent National Voices at external events, including deputising for the Chief Executive.
- Any other duties as required and commensurate with the role.

## **Person specification**

### **Skills and abilities**

- Excellent relationship management skills, including managing conflict and divergent interests.
- Strong project management skills with a highly organised approach to planning and prioritisation.
- Strong leadership skills, ability to make decisions and take responsibility.
- Strong written and verbal communication skills.
- Proficient in the use of databases, Microsoft Excel, website content management systems, and social media.

### **Attitudes and behaviours**

- Belief in National Voices' mission, values and work.
- Strong team player
- Flexible, responsive and comfortable in a fast-changing environment.
- Willing and confident to assert views and constructively challenge others.
- A self-starter with drive, ambition and a creative approach.
- Comfortable working under pressure and to tight deadlines, with a flexible approach.
- Committed to ensuring equality and encouraging diversity.

### **Experience**

- Tangible experience of building partnerships or networks.

- Experience of increasing income, this may have been through membership, sponsorship, or bids.
- Experience of leading on the planning and delivery of projects.
- Experience of line management (desirable)
- Lived experience of health and care as a patient or carer (desirable)

### **Knowledge**

- Knowledge of current issues in health and social care (desirable).
- Knowledge and experience of the voluntary and community sector (desirable).