



## ROLE DESCRIPTION

**Role title:** Recruitment & Retention Strategy Manager

**Team:** Recruitment and Retention

**Department:** Recruitment & Membership

**Date:** May 2018

**Reports to:** AGS Recruitment & Membership

**Name:**

### **Role purpose** (why the job exists and its contribution)

To lead the Recruitment & Retention team to devise, monitor, oversee and evaluate strategy in order to ensure teaching and education remains a densely unionised profession.

### **Key responsibilities** (the key areas of the role holder's work)

1. To lead, motivate, develop and support the Recruitment & Retention team, individually and as a team, to work collaboratively and to meet or exceed their individual and team goals;
2. To devise, monitor, oversee and evaluate the Union's overarching recruitment and retention strategy so that it is fully aligned with the Union's strategic aims and priorities;
3. To provide expert advice and information on the Union's recruitment and retention strategy to activists and staff from across the Union function/region/nation;
4. To manage and co-ordinate cross function/region/nation recruitment and retention priority project group working;
5. To identify and analyse membership trends to inform strategy and cross departmental/region/nation working;
6. To ensure that an organising approach is applied to all matters relating to recruitment and retention;
7. To manage the Union's benefits and services packages and members' insurance.

## How the National education union works

*These principles set out the culture and approach of the NEU.*

The role holder:

Models professionalism and integrity and acts in accordance with the NEU values

Accepts senior management shared responsibility

Supports the democratic processes

Leads and manages the team in accordance with good people management practice and NEU policy and procedure

Demonstrates a fair and consistent approach to people management

Promotes an organising culture across the union

Works collaboratively and empowers others

Is committed to innovation, learning and continuous improvement of working practices, organisational culture and resources.

Adopts a proactive and flexible approach

## Key relationships

*These are the main working relationships that the role holder will develop.*

Person(s)	Nature
<b>Assistant general secretary, Recruitment &amp; Membership</b>	The role holder reports to and is line-managed by the AGS Recruitment & Membership.
<b>Recruitment &amp; Retention team</b>	The role holder will lead, motivate, support and line manage the members of the Recruitment and Retention team to ensure the NEU takes every opportunity to recruit, engage, develop and retain members and representatives. (For size of team please refer to organisational chart.)
<b>Recruitment &amp; Membership Department</b>	The role holder will work collaboratively with other members of the Recruitment & Membership department to support delivery against strategic aims and targets.
<b>Communications, Campaigns, Organising departments</b>	The role holder will work closely with other departments, in particular the Communications & Campaigns, and Organising & Learning departments, to research and develop the Union's strategy for recruitment and retention.
<b>Other Departments / Regions/Nation</b>	The role holder will liaise and work closely with other colleagues and departments, regions and nations to provide expert advice and information on issues relating to the union's recruitment and retention strategy.
<b>Project Groups</b>	The role holder will manage recruitment and retention project groups.
<b>Activists &amp; Officers</b>	The role holder will provide expert advice and information on the Union's recruitment and retention strategy to activists and officers.

<b>External stakeholders</b>	The role holder will have regular contact with a range of stakeholders including TUC, other unions, Initial Teacher Training providers etc as a spokesperson for the union and our policies.
<b>External suppliers</b>	The role holder will work with and manage supplier relationships to ensure best value and preserve the union's good reputation.

## **Demonstrable key skills, knowledge and experience**

*The role holder must be able to demonstrate these capabilities to fulfil the role to a satisfactory standard.*

### **Qualifications**

- Well-developed literacy and numeracy skills;

### **Resource management & Planning**

- Experience of successfully line-managing and leading the work of a small team, in a trade union or membership organisation;
- Effective people management skills including the ability to actively develop, coach and train direct reports;
- Ability to promote workforce motivation and engagement within the team;
- Experience of establishing and managing effective relationships with key stakeholders
- Experience of successfully leading and managing cross-departmental project teams to achieve agreed objectives;
- Ability to deal sensitively with confidential issues;
- Effective project management skills;
- Effective budget management and reporting

### **Thinking challenge**

- Strong understanding of how to operate within the political, educational and legal contexts of the Union's work;
- Proven ability to think innovatively and devise new solutions to develop strategies which support the Union's key objectives and priorities;
- Proven research and analytical skills;
- Knowledge and good understanding of the provision of member services and benefits, including insurance provision in a trade union;
- Experience of exercising judgement and decision-making skills within a democratic organisation;

### **Communication**

- Good communication skills, including active listening and the ability to relate to a range of people;
- Ability to produce clear, high quality written communications on detailed and complex issues for a range of audiences. For example: strategy documents, management information and reports;
- Experience of formulating well-focused reports and presenting them with clarity;

- Ability to represent the union externally at a senior level. For example, in contract negotiations with service/benefit providers;
- Good persuasion and influencing skills;
- Ability to prepare tender specification documents and negotiate contracts;

#### **Operational delivery**

- Experience of working and contributing at a senior management level to deliver departmental work plans;
- Experience of delivering successful trade union organising activity or campaigns;
- Thorough knowledge of the trade union movement and an understanding of the issues relating to membership recruitment and retention;
- Experience of successfully managing contracts and relations with external suppliers;
- Experience of successful collaborative working;
- Ability to empower and motivate others including successful delegation;
- Strong IT skills including Microsoft Office Suite, together with any IT applications necessary for the performance of the role. For example, membership database, budget management system;

#### **Additional**

##### **Work demands**

- The ability to work under pressure and to deliver to important deadlines;
- The requirement to work occasional evenings, weekends or flex-working arrangements which are necessary for the performance of the role;
- The occasional requirement to travel to attend activities, conferences and meetings away from the normal place of work, which may involve stays away from home. These could be locally, regionally or nationally.

##### **Additional relevant requirements**

- Commitment to the trade union movement and to the role of education unions in particular;
- An understanding of and commitment to the NEU's objectives to promote equality and oppose unfair treatment;
- The requirement to undertake professional development and training as necessary for the performance of the role.

This role description will be kept under review and can be adapted to meet the changing needs of the National education union, subject to appropriate consultation.