

**JOB DESCRIPTION**

**National Volunteer Co-ordinator – Communications and Engagement Lead  
(Hybrid working, with regular time in the Glasgow and/or Edinburgh office)  
Victim Support Scotland**

Our mission at Victim Support Scotland is to ensure that those affected by crime receive high quality support that will help them to recover from their experiences. We want victims and witnesses to be at the heart of everything we do so they have improved health and well-being, feel safer, more secure, and informed and that we are an effective organisation, that makes a lasting difference. We aim to do this by adhering to our own organisational values of being supportive, striving for excellence and offering personalised and accessible services and these are reflected in the behaviours expected of all staff and volunteers.

**Job Purpose**

The role will work closely with other members of the Volunteer Team to deliver the volunteering strategy including recruitment and induction of volunteers, supporting the onboarding and offboarding of volunteers and other ongoing responsibilities within the team. Alongside these responsibilities, this role will be the volunteering team lead on the strategic and cross-organisational approach to volunteer engagement ensuring our volunteers feel connected and committed to Victim Support Scotland and have the information and updates they need to carry out their roles.

This involves acting as a source of expertise around volunteer engagement and a key enabler of engagement initiatives. For example, keeping up to date with innovative practice around volunteer engagement and making recommendations to colleagues about new approaches, driving forward key programmes and projects such as Volunteers' Week and advising and empowering colleagues and stakeholders to value and recognise volunteers.

**Key Accountabilities**

- Ability to propose, develop and implement effective strategies around volunteer engagement to achieve agreed organisational objectives and to make clear, informed, and timely decisions.
- Personalise communications to improve engagement and understanding amongst volunteers.
- Lead on developing and delivering cross organisational volunteer communications including newsletters, social media.
- Lead on developing and delivering an ongoing programme of volunteer engagement events.
- Lead on the development and delivery of volunteer survey and focus groups.
- Provide advice and support to colleagues and stakeholders (e.g. volunteer line managers) across the organisation to ensure volunteers are valued and recognised.
- Lead on VSS response to external volunteer recognition campaigns and projects (Volunteers' Week etc)
- Identify opportunities for volunteer stories to increase awareness, and recognition of, volunteering externally and internally.
- Work collaboratively across the organisation to understand barriers to participation and ensure an inclusive experience for volunteers.

- Development and measurement of communications plan, working closely with colleagues in Communications Team.
- In collaboration with colleagues ensure that volunteers are involved in decision making and co-production
- Regularly review, critically analyse, and report on volunteer retention data to understand what works and identify areas for development.
- Cascade data and information monthly to Service Delivery colleagues and volunteer line managers.
- Participate in the VSS on-call rota, and act as on-call manager on a regular basis. (Full training and support will be provided for this.)

#### Key Results/KPIs

- Retention of VSS volunteers and increase in volunteering hours (lead)
- Increase in volunteer recruitment (contribute)
- Improved satisfaction of volunteers with their VSS journey
- Increase in VSS volunteer recognition internally and externally.
- Improved understanding amongst VSS volunteers of their roles, impact on victims/witnesses, and improved service delivery
- More inclusive volunteer group
- Volunteers recommend VSS as a great place to volunteer.
- Integration of volunteering within VSS

#### Communication skills and representation of the organisation

**Internal:** Locality Managers, Support Coordinators, Volunteers, colleagues in Communications and External Affairs Team, Head of Volunteering and colleagues in the team, Corporate Leadership Team.

**External:** Volunteer Scotland, Volunteer Development Scotland, Cross Party Working Group on Volunteering, SCVO, Scottish Government, media colleagues.

**Examples of further comms skills below – will vary.**

- Routinely using interpersonal skills
- Dealing with sensitive and contentious information
- Meeting the needs of staff and volunteers

#### KEY REQUIREMENTS – desirable (D) or essential (E)

1	Qualifications		
	Degree Level Qualification or commensurate experience	E	
	Relevant qualification in one of the following disciplines: volunteer management or communications or equivalent experience or working toward	E	
2	Skills / Abilities		
	Excellent planning and organisational skills with the ability to manage and deliver a diverse workload and portfolio of programmes/projects whilst ensuring effective prioritisation and balancing of the needs of a range of stakeholders.	E	

	Confident, self-starter who is able to plan and manage their own workloads, confident in supporting volunteers and colleagues in relation to all areas of volunteering	E	
	Excellent communication and interpersonal skills to enable successful influencing, listening and negotiating with others.	E	
	Excellent presentation skills	E	
	Excellent team-working skills	E	
	Ability to communicate with a range of volunteer audiences, both digitally and in person	E	
	Confident use of MS Word, email, internet	E	
	Ability to work to a high professional standard, and to use own initiative.	E	
	Ability to produce and use data to inform decision making.	E	
<b>3</b>	<b>Experience</b>		
	Experience in the field of volunteer engagement	E	
	Experience in working with a large number of volunteers in different locations across a wide geographical spread	D	
	Experience of designing and delivering complex, cross organisational engagement plans and communication strategies	D	
	Experience of using communication platforms and channels, both digital and offline	E	
	Expert knowledge and experience of handling complex volunteer issues	E	
	Experience of supporting change management	D	
	Experience in project management.	D	
<b>4</b>	<b>Knowledge</b>		
	Knowledge and understanding of current volunteering landscape and how this relates to an organisation of the scope and scale of VSS	E	
	Knowledge and understanding of volunteering best practice, policy, and innovation.	E	
<b>5</b>	<b>Behaviours</b>		
	Commitment to the continuing professional development of self and others	E	