

Job description

Service Area: Colleague Experience and Social Impact Team, People and Corporate Services

Job title: Social Impact Manager (Volunteering and Fundraising)

Band: Band 7

Location: Flexible with some travel required

Job purpose

As the NHSBSA Social Impact Manager (Volunteering and Fundraising), you will work with the Wellbeing, Safeguarding and Wellbeing and Social Impact Lead Inclusion to set the strategic direction for the organisations new approach to volunteering, fundraising and social impact, ensuring alignment with the Diversity and Inclusion, Talent Acquisition, Talent Development, People and wider business strategies.

The post holder will design and manage all volunteering, fundraising programmes of work and develop and implement appropriate interventions. The post holder will work closely with the Social Impact Manager – Social Mobility, ensuring collaboration and alignment between the areas of focus. Both roles will work closely with the Environment Manager, Commercial Team and Project and Portfolio Directorate to ensure that social value is fully embedded throughout the NHSBSA business and policy change and procurement processes to ensure all opportunities for social impact are maximised. They will also work closely with the People Data Team on the approach to capturing and analysing volunteering and fundraising data and ensure this supports the demonstration of the organisation's social impact.

The role will be based in the Colleague Experience and Social Impact Team within the People and Corporate Services directorate and will support the Wellbeing, Safeguarding and Social Impact Leads to develop a culture where social impact is further embedded in the organisation.

In this role, you are accountable for

1. Supporting the Wellbeing, Safeguarding and Social Impact Lead in the development and implementation of the NHSBSA social impact strategy in support of the wider Diversity and Inclusion, Talent Acquisition, Talent Development, People and wider business strategy and corporate objectives.
2. Researching, developing and implementing volunteering, fundraising and social impact policies, procedures, guidance and systems, which are consistent with national initiatives and the NHSBSA's strategic direction. Monitor, evaluate and review these for impact and effectiveness ensuring that they comply with relevant legislation, codes of practice and best practice.
3. Ensuring compliance with all statutory and mandatory requirements around volunteering, fundraising c, advising on best practice within these fields, and ensuring that robust governance arrangements are in place to withstand scrutiny by relevant audit or inspection bodies.
4. Working closely with the People Data Team and Digital directorate to design the organisation's approach and data solution to measuring volunteering and fundraising and ensure this supports the demonstration of the organisation's social impact.
5. Identify and analyse social impact data to make recommendations and to support the development of the NHSBSA's approach to social impact, taking an evidenced based approach.
6. Working collaboratively with the wider organisation to identify, establish and maintaining excellent working relationships with external organisations, community groups and charities with the purpose of arranging volunteering events, fundraising opportunities and engagement events that enable NHSBSA colleagues to give something back to their local communities and charities and promotes the NHSBSA as an employer of choice.
7. Working closely with the Learning and Organisation Development team to ensure the NHSBSA's approaches to talent development maximises opportunities to increase skills sharing within local communities.
8. Create strong links and work collaboratively with internal stakeholders such as the Talent Acquisition Team, Communications Team and Operational Leads to embed our approach to social impact across the wider organisation.
9. Write high quality communications, presentations, reports guidance and other material with the aim of increasing engagement and awareness of social mobility and engaging senior leaders, Leadership Team and Heads of Service in this work.
10. Establishing and managing engaging and innovative ways to support colleague engagement around fundraising, volunteering and community engagement.
11. Evaluate and measure volunteering and fundraising impact achieved through the various programmes implemented, against the organisation's aims.
12. Provide specialist advice to internal stakeholders (Project Management Office, Commercial Department etc) on social value through the analysis/impact assessment process that reflects legal requirements and the NHSBSA values around social impact.

13. Work closely with the Environment Manager, Commercial Team and Project and Portfolio Directorate to ensure that social value is fully embedded throughout the NHSBSA business and policy change and procurement processes to ensure all opportunities for social impact are maximised.
14. Designing and lead programmes of campaigns and events, working collaboratively with the Communications and Marketing team to develop a range of communications which increases colleague engagement around volunteering and fundraising and raise the profile of the NHSBSA through external promotion with a wide range of stakeholders.
15. Working with the Wellbeing, Safeguarding and Social Impact Lead to identify and create a range of indicators for volunteering and fundraising to support the Leadership Team and Board to understand progress and offer insight into the organisation's development, providing a robust baseline for this work.
16. Analysing and interpreting complex information produced by a wide range of organisations and making recommendations for action, as well as producing detailed and complex reports, and presenting these as necessary to a wide range of audiences.
17. Providing specialist advice to the Leadership Team, Heads of Service, managers and colleagues on all volunteering and fundraising.
18. Representing the NHSBSA in national and regional volunteering and fundraising groups and forums, developing and maintaining excellent working relationships with internal and external stakeholders.
19. Deputising for the Wellbeing, Safeguarding and Social Impact Lead where necessary.
20. Authorised signatory for volunteering, fundraising and social impact budgets. Has a thorough knowledge of, and adheres to at all times, the Authority's Standing Financial Instructions, Standing Orders and Purchasing procedures.

In addition to the above accountabilities, as post holder you are expected to:

1. Undertake additional duties and responsibilities in line with the purpose of your role and as agreed by your line manager.
2. Demonstrate NHSBSA values and core capabilities in all aspects of your work.
3. Encourage an environment where your own and colleagues' safety and well-being is promoted.
4. Contribute to a culture which values diversity and inclusion.
5. Follow NHSBSA policies, procedures, and protocols as they apply to your role.

Working relationships

Responsible to: Wellbeing, Safeguarding and Social Impact Lead

Responsible for: Not applicable

Key relationships and connections

1. Social Impact Manager (Social Mobility)
 2. Environment Manager
 3. Colleague Experience Advisors
 4. Inclusion, Accessibility and Social Mobility Lead
 5. Head of Colleague Experience and Social Impact
 6. Wellbeing and Inclusion Networks Co-Chairs and members
 7. People Data Team
 8. Talent Acquisition Team
 9. Communications and Marketing team
 10. Commercial Team
 11. Project and Portfolio directorate
 12. Heads of Services
 13. Other colleagues within NHSBSA
 14. Members of the public and outside agencies
- Internal and External Customers & Stakeholders

Person specification

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Personal Qualities, Knowledge and Skills

Essential criteria

1. Working knowledge of social impact and social value statutory and mandatory requirements, policy and standards
2. Working knowledge and understanding of best practice across the volunteering, fundraising and social impact fields.
3. Ability to use evidence-based practice to develop solutions to meet business need.
4. Strong analytical and problem-solving skills.
5. Advanced communication skills in order to establish good working relationships with managers, staff and external organisations.
6. Strong influencing, negotiating and conflict management skills.
7. Ability to maintain confidentiality and deal with difficult situations in an empathetic and sensitive manner.
8. Ability to be responsible and accountable for decision making.
9. Prioritisation skills with ability to manage multiple projects and programmes of work.
10. Strong Team worker with ability to motivate others.
11. Ability to use initiative.
12. Commitment to continuing professional development.

Desirable criteria

1. Training and presentation skills
2. Facilitation skills
3. Understanding of NHS and government strategy and policy agendas

Demonstrated by

1. Application Form
2. Interview and/or presentation

Experience

Essential criteria

1. Significant experience in a volunteering, fundraising and social impact/ value role, working in a customer-focused environment interpreting relevant policy, standards and best practice.
2. Experience of advising and working with senior managers
3. Experience of designing and implementing programmes of work and initiatives.
4. Experience of establishing and managing relationships with external organisations including charities.

Desirable criteria

1. Experience of developing social value requirements or working with Procurement teams
2. Experience of managing change around social impact
3. Experience of chairing meetings and large forums.

Demonstrated by

1. Application Form
2. Interview or presentation

Qualifications

Essential criteria

1. Degree or equivalent qualification or significant equivalent experience

Desirable criteria

1. Masters/ Postgraduate or equivalent qualification or significant equivalent experience

Demonstrated by

1. Application Form/Certificates
2. Interview

Core capability (minimum level)

1. Communicating with Impact and Influence (Level 3):
 - Confidently engages with stakeholders to advocate and generate commitment to goals.
 - Communicates using appropriate style, method and timing with colleagues across all levels and functions.
 - Persuades others, using evidence-based knowledge, modifying approach to deliver messages effectively.
 - Negotiates well, responding to other people's expectations and concerns.
2. Improving and Innovating (Level 3):
 - Facilitates flexible use of resources through innovative structuring of teams and resources within own area.
 - Uses creative methods to involve and generate new thinking from others.
 - Keeps others informed through a variety of methods in order to inform and gain commitment to changes.
 - Challenges the status quo and provides constructive feedback to senior managers on change proposals which will affect their business area.
 - Invites and welcomes challenge to their own or others' views, encouraging robust debate.
 - Challenges others to identify opportunities for cost saving and service improvements.
3. Working Together (Level 3):
 - Creates, maintains and promotes a strong network of connections with colleagues across the organisation.
 - Engages with a variety of stakeholders, listening and responding to their feedback, and encouraging others to do the same.
 - Advocates collective decisions, even if their own view differs.
 - Acknowledges and addresses conflict constructively. Develops a shared solution and makes difficult choices when necessary.
 - Courageous in bringing out and working constructively through issues that arise from conflicting points of view to find common understanding.

4. Enabling Performance and Potential (Level 3):

- Translates business priorities into clear outcome-focused objectives.
- Identifies and helps to address the capability gaps of people within own business area required to deliver business priorities.
- Is honest and realistic with people about their potential, whilst challenging them to stretch beyond what they believe they can do.
- Maintains effective performance in difficult and challenging circumstances, encouraging others to do the same.
- Provides direction and support without micro-managing.

5. Making and Owning Decisions (Level 3):

- Delegates and empowers decision making to the appropriate level and builds confidence in others' ability to make decisions.
- Achieves an effective balance between decisiveness and analysis - recognises when an issue requires a more considered response or immediate confident decision.
- Weighs up data from multiple sources, bringing in an expert for support when necessary.
- Analyses and identifies risks in order to make decisions that take account of the wider context, including diversity and sustainability.
- Makes decisions when they are.

6. Understanding the Bigger Picture (Level 3):

- Engages colleagues in developing their understanding of the business strategy and the part they play in its delivery.
- Supports others to understand and recognise the purpose of their business area, so that they are engaged and motivated by it.
- Identifies people/teams across the business that face similar challenges and opportunities in order to work with them to produce the best outcome for the NHSBSA.
- Helps others understand the complex external environment in which the NHSBSA operates.
- Proactively scans the external environment, being alert to emerging issues and trends which might impact or benefit their own and their team's work and takes appropriate action.

Relevant professional framework

1. Not applicable