



## **PROJECT MANAGER (GIFT AID)**

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## INFORMATION FOR APPLICANTS FOR THE POST OF GIFT AID PROJECT MANAGER

Thank you for your interest in being our **Gift Aid Project Manager**. This pack tells you more about the Ramblers, how we work, and details of the role and the people you'll be working with. It also gives information on how to apply.

### About the Ramblers

The Ramblers helps everyone, everywhere, enjoy walking and protects the places we all love to walk. We are the only charity dedicated to looking after paths and green spaces, leading walks, opening up new places to explore and encouraging everyone to get outside and discover how walking boosts your health and your happiness.

Since 1935, the Ramblers have played a crucial role in:

- establishing National Parks
- establishing the first National Trail, the Pennine Way
- protecting paths and placing them on definitive maps in England and Wales
- getting access to the countryside, including the Land Reform (Scotland) Act 2003, securing ancient freedoms and the Countryside and Rights of Way Act (2000) which opened up a million hectares of countryside in England and Wales
- helping people to go walking on friendly, group walks and with our and quality library of self-guided routes.

We are as relevant today as ever before. Our programmes and activities are many and varied. We provide:

- Self-guided routes for informal walking, including free, short routes for those new to walking
- Led group walks, including free health walks for those who need a helping hand to get started
- Outings, trips away and social events for our members
- Information and education to the public on places to walk, safety and equipment
- Advocacy and campaigning for a country designed for walking
- Monitoring and inspection of the path network and rights of access
- Maintenance and upgrading of path network

Volunteers are at the heart of everything we do. Other than small staff teams in London, Edinburgh and Cardiff, all our work is carried out by volunteers. Some 25,000 work 365 days a year, rain or shine, to deliver our mission.

This is an exciting time to be joining the Ramblers. In 2015, the Ramblers adopted a new vision and strategic framework. Under a new chief executive we are developing strategies, approaches and plans to help us achieve it. Come and join us, and be part of this vital period in our history.

## **Our vision and strategic framework**

Our vision is a country where everyone enjoys the outdoors on foot and benefits from the experience.

Over the next ten years, we will focus on three ambitions to help us make our vision a reality:

### *A country designed for walking*

We want everything to be in place in England, Scotland and Wales so we can all enjoy the outdoors on foot and benefit from the experience. This includes great places to walk; a true right to roam and path networks that connect people with communities, history, and nature; we want to ensure the right support from government, society, public and private organisations to help us achieve this. A walking country will enable and motivate more people to walk, as a means of transport, for their health and wellbeing, to help the environment or for the sheer joy of it!

### *Helping everyone find their feet*

Walking can take you anywhere. We want to provide the support and resources everyone needs, regardless of their age, background, fitness or mobility, to enjoy and benefit from walking outdoors. We want to help construct the national and local policies and programmes that give individuals and communities the opportunity to go out and walk, and we want to educate them about how walking can improve their health and wellbeing.

### *Connecting people through the Ramblers*

We want to improve the health and wellbeing of the public by providing our own communities of walkers with the best possible Ramblers experience. This includes leading high quality walks, facilitating outings and holidays that help people enjoy the best walking has to offer; producing expert resources so people can safely explore the outdoors themselves and connect with nature; and providing tailored support to individuals to help them progress from the sofa to the summits or the city street to the mountain peak.

We will do all this by leading from the front. Over the next ten years we will stand together with the outdoors community, inspire a new generation of walkers and continue to work in partnership to achieve our three ambitions.

## **Our priorities 2018 - 2021**

As outlined in our strategic framework, we will “lead from the front” and invest in the five strategic priorities outlined below - to stimulate growth, to ensure continued value and relevance to our supporters, and to deliver our charitable aims over the coming decade.

We will invest in the five development priorities outlined below - to stimulate growth, ensure continued value and relevance to our supporters, and deliver our charitable aims over the coming decade.

## **TRANSFORMING OUR DATA, DIGITAL AND INSIGHT CAPABILITIES**

We will create a suite of strategic capabilities including a data centre, insight hub, mobile apps and walk library with new creation and curation tools and a new website and communication system, to provide better insight and improved understanding of - and relevance to - our supporters. This work will be led by our Director of Data Transformation and her team.

## **DEVELOPING A REGULAR CYCLE OF MAJOR CAMPAIGNS**

We will deliver regular campaign activities throughout the year and innovative, awareness-raising approaches, to reach out and proactively involve supporters with our cause and deliver on our policy aims across all three nations. This work will be led by our Director of Advocacy and Engagement (A&E) and his team.

## **EXPANDING SUPPORT FOR VOLUNTEERING**

We will develop our training, resources, policies and guidance for volunteers across the whole organisation. We will provide support for our walking activities, focusing on those delivering walks, path maintenance and area/group leadership volunteers. We will clarify and integrate our short health walks offer. This work will be led by our Director of Operations and Volunteering and her team.

## **GROWING MEMBERSHIP AND ASSOCIATED INCOME**

We will put our members at the heart of our work. We will diversify our income through partnerships with individual supporters and with organisations such as the People's Postcode Lottery (PPL), Ramblers Walking Holidays, corporates and trusts; to continue to strengthen our financial position. This work will be led by our Director of Membership and Fundraising (M&F) and her team.

## **IMPROVING INTERNAL INFRASTRUCTURE**

We will improve our in-house support systems (Finance, HR, telephony, video conferencing and remote access systems) through our Tapestry Programme. The upgrading of our foundational infrastructure will enhance our effectiveness and efficiency and help us deliver our mission. We will also develop a long term location strategy. This work will be led by our Director of Services and her team.

## **ONGOING THEMES**

In addition to leading from the front on the five key investment priorities outlined above, we will also continue to steadfastly support our volunteers to deliver services for our members, beneficiaries and the walking public. We will provide this mutual support through continual investment of resources into the important ongoing themes below, across all three years of this rolling business plan.

The operational priorities of the **membership team** are:

- ☑ Using evidence based audience insights, to evolve the Ramblers membership proposition to meet the needs and wants of new and existing audiences
- ☑ To develop a single-supporter view, to engage and retain loyal members
- ☑ To develop a multi-channel new member acquisition strategy, demonstrating the Ramblers relevance to more of the UKs 9 million walkers who do not yet walk with us

- ☑ To equip and support our GB-wide network of volunteers as our frontline membership ambassadors, providing them with the tools and resources needed to attract and retain new members across Ramblers areas and groups.
- ☑ To provide excellent supporter care to our loyal community of 105,000 members
- ☑ To grow membership income, to enable the delivery charity's mission

## **Our governance**

At the heart of everything we do are our members who support our values and deliver the vast majority of our work by volunteering their time and energy. At our annual gathering, called the General Council, these volunteers elect a Board of Trustees who strategically run the charity on their behalf. Formally we are the Ramblers Association, but we operate as the Ramblers.

Whichever nation they call home, every member who joins us is part of Ramblers Great Britain. Ramblers Scotland and Ramblers Cymru operate independently but within the Ramblers GB family. Areas in Scotland and Wales elect a national council similar to the General Council. These councils elect an executive committee who set the strategic direction and policy for our work in Scotland and Wales. Our GB strategic framework and business plan are supported by equivalent documents for Ramblers Cymru and Ramblers Scotland.

Trustees delegate responsibility for the day to day management of the charity to our Chief Executive and her team.

## **The team**

The Ramblers GB staff team comprises five directorates:

- chief executive's office – provides overall leadership to the organisation, supports local area leadership teams and makes sure our charity is governed effectively
- advocacy and engagement – lobbies and advocates on behalf of walkers, campaigns to bring about change for walkers, engages our supporters to help deliver our mission and generate income through fundraising
- operations and volunteering – helps get more people walking more often through member and non-member products and services including group walks, self-guided routes and path maintenance activities; ensures a consistent approach to the management and support of volunteers across the charity
- membership and fundraising – understanding the needs of our members and supporters, to recruit, retain and motivate our members so that we benefit from their loyalty, support and involvement with the charity. To lead fundraising activities to enable the charity to remain free to deliver its charitable aims.
- data & digital transformation – driving change through designing, developing & deploying data & digital capabilities for staff & volunteers
- services – provides underpinning infrastructure to support the delivery of our mission, through finance, human resources, facilities, ICT.

There are also teams in Ramblers Cymru and Ramblers Scotland, reporting via their directors, to the chief executive. These teams deliver the business plan for their nation.

We have frameworks which set out how work is delivered across our GB and national teams, to avoid duplication and maximise our efforts.

Our directorate structure does not neatly map to our strategic framework pillars. As a small organisation with big ambitions, all our work is delivered in a genuinely cross-team, collaborative way. Whichever directorate you join, you will have the opportunity to contribute to delivering all aspects of our mission.

Whichever team they're in, and wherever based, our staff all have a few things in common – a passion for walking and the outdoors, a love for our volunteers, and a commitment and resilience to make ambitious plans happen in a challenging environment.

## The Role

We are looking for a highly skilled **Gift Aid Project Manager**.

This is an officer level role where you will be expected to:

- Produce a clear Gift Aid business policy, procedures and guidance for staff in line with Gift Aid best-practice, with support from a Gift Aid consultant.
- Work with colleagues to implement measures to ensure Gift Aid donations meet audit needs, and that Gift Aid opportunities are maximised.
- Identify and manage dependencies, plan and schedule project timelines and milestones.
- Working with the Supporter Care Team Manager and Head of Membership, co-ordinate and plan a multi-channel gift aid marketing campaign, to secure new gift aid declarations, and correct invalid declarations, and maximise income for the Ramblers.

To undertake such other duties as may be reasonably required of the post holder by the Ramblers.

This position is part of the Membership and Fundraising Division reporting to the Head of Membership. You will work collaboratively across the organisation, and particularly with the Finance Team on this key strategic project.

## The challenge

- It's important that the successful candidate can demonstrate a track record (more than 3 years' experience) in project management and delivery
- You should have an understanding of Gift Aid procedures and processes
- You're innovative and solutions focused, with the ability to work under pressure and to tight deadlines.
- At the same time, you will need to be as passionate about the outdoors as we are, with the confidence, resilience and commitment to ensure plans happen.

## The Division

- The Membership and Fundraising division is responsible for attracting and retaining members and supporters, and generating the vast majority of the Ramblers' income – essential for the delivery of our mission and the health and sustainability of the charity.

- The division was formed in September 2017, to bring the membership and fundraising teams together as one united team, to more effectively grow our community of members and supporters – and associated income. We're at the very early stages of preparing for future growth. New ways of working and a change in culture are underway, and vital roles have been identified to increase capacity, expertise and leadership in 2019, to impact the Ramblers reach, relevance and impact over the coming years.

## **Candidate Application Information**

Initially please refer to the Role Profile (Job Description) below for this role to check that you meet the criteria in the “knowledge, skills and experience” section that are necessary for the job.

**Then send us your CV and a covering letter along with the Equal Opps Monitoring form by 6 February**

**Shortlisting – 7 February**

**Interviews – 17 February**

This can be e-mailed to [recruitment@ramblers.org.uk](mailto:recruitment@ramblers.org.uk) or posted to:

***Human Resources***

***Ramblers***

***2<sup>nd</sup> Floor Camelford House***

***87-90 Albert Embankment***

***London***

***SE1 7TW***

**Any applications arriving after this deadline will not be considered for shortlisting unless there are exceptional reasons.**

## **Candidates with disabilities and special needs**

Please tell us if there are any reasonable adjustments we can make to assist you in your application.

If you have a disability, which you would like us to take into account, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

## **Guidance for CV and cover letter submission**

Please send an up to date relevant CV including contact details of two referees. Note: - we will not take up references before short-listing. Please also complete our Equal Opportunities Monitoring form by downloading from the jobs section of our web page <http://www.ramblers.org.uk/jobs.aspx>

This job pack contain information about the Ramblers, the job vacancy and the person required. You should read these carefully to make sure that the job and conditions are suitable.

It is our intention to appoint the best candidate for every vacancy in accordance with our Equal Opportunities Policy. To do this fairly, within the overall recruitment process at stages throughout the process we will need all candidates to provide relevant information about themselves. This information should be based on the criteria listed in the enclosed person specification and which are regarded as essential to the job.

Providing a covering letter is the most important part of your application. It should be used to tell us how you think you meet the selection criteria listed on the knowledge, skills and expertise section of the job description. Draw particular attention to experience, skills, achievements and knowledge

gained in past employment or other activities which are relevant to the job. It may be easier to use headings relating to the requirements detailed in the person specification and demonstrate how you meet them.

**Ensure your covering letter is no more than 2 pages long (2 sides of A4).**

Whilst the application is by CV and covering letter, the successful candidate will be required to complete the Ramblers standard application form on appointment.

## **Equal Opportunities**

The Ramblers is an equal opportunities employer. Candidates should note that our recruitment procedures are carried out in accordance with equal opportunities principles and selection is based on how well candidates meet the objective criteria, which are stated as the requirements for the job. We welcome applications from individuals regardless of race, gender, disability, gender re-assignment, marriage & civil partnership, sexual orientation and pregnancy or maternity

We ask that all candidates for this post complete the Equal Opportunities Monitoring Form available from the job page of our website - <http://www.ramblers.org.uk/jobs.aspx>, which will enable us to monitor the effectiveness of our Equal Opportunities Policy. The information is kept confidentially within the HR Department.

We regret that we are unable to acknowledge receipt of applications, but please telephone the HR Department on 020 3961 3300 if you want to check yours has been received. If you do not hear from us within four weeks of the closing date please assume that you have not been shortlisted.

## Job Profile

<b>Job Profile Title:</b> Project Manager (Gift Aid)	<b>Responsible to:</b> Head of Membership
<b>Directorate:</b> Membership and Fundraising	<b>Responsible for:</b> N/A
<b>Contract:</b> Contract: 6 months	<b>Hours:</b> 21 hours (negotiable, will consider other options)
<b>Band:</b> 4 £35,000-40,000	<b>Location:</b> Vauxhall, London
<b>Purpose of Role:</b>  To oversee a key strategic project for the Ramblers, ensuring that our Gift Aid procedures operate in a more efficient and effective manner, whilst also maximising this vital form of income.	
<b>Key Responsibilities:</b>  <ol style="list-style-type: none"> <li>1. Liaise with key suppliers, and stakeholders, to a clear project plan and schedule, ensuring that key deadlines are met.</li> <li>2. Produce a clear Gift Aid business policy, procedures and guidance for staff in line with Gift Aid best-practice, with support from a Gift Aid consultant.</li> <li>3. Support use of our Gift Aid scans hosting system, ensuring the system is fit for purpose, and the organisation makes best use of the tool. Set up regular scanning procedures and schedules. Support training plans.</li> <li>4. Work with colleagues to implement measures to ensure Gift Aid donations meet audit needs, and that Gift Aid opportunities are maximised.</li> <li>5. Identify and manage dependencies, plan and schedule project timelines and milestones.</li> <li>6. Develop and deliver weekly progress reports to line manager, reporting to senior leaders as needed.</li> <li>7. Advise the working group of any key risks and ways to mitigate these.</li> <li>8. Working with the Supporter Care Team Manager and Head of Membership, co-ordinate and plan a multi-channel gift aid marketing campaign, to secure new gift aid declarations, and correct invalid declarations, and maximise income for the Ramblers.</li> </ol> <p>To undertake such other duties as may be reasonably required of the post holder by the Ramblers.</p>	
<b>Decision-making</b>  <ul style="list-style-type: none"> <li>• This role is pivotal to achieving the Ramblers’ long-term strategic goals for income growth across membership and fundraising, and the post holder will be expected to make decisions and recommendations to achieve this through gift aid.</li> <li>• This role is also pivotal to our compliance to the Gift Aid rules, and the post holder will be expected to make decisions in relation to their own specialist area of work (gift aid), and input to policy development for others to use.</li> </ul>	

- The post holder will report into the Head of Membership and be expected to provide regular reports and updates.

### **Analysis and initiative**

- The post holder should be a creative problem solver and will instigate new ways of working and improve processes in relation to Gift Aid.
- Risks and benefits of alternative options will be considered before choosing the right approach.

### **Communicating**

- Excellent communications skills are key to this role. The post holder will be able to clearly communicate a complex subject to other colleagues and stakeholders.
- The post holder will be able to influence the behaviour of others and is able to tailor communications to audience needs and views.

### **People**

- The post holder will be a lead expert in their field of work, and be focused on delivering results through providing specialist advice, project management and training.
- They will co-ordinate activities required for the project.

### **Resources**

- Manage the Gift Aid project budget, with consultation with line manager.

### **Knowledge, skills and expertise (person spec)**

#### **Essentials:**

- A high standard of organisational, interpersonal and communication skills.
- Proven project management and delivery experience (minimum 3 years)
- Experience in Gift Aid procedures and processes.
- Innovative and solutions-focussed with the ability to work under pressure and to tight deadlines.

#### **Desirables:**

- Experience of Gift Aid audits.
- Interest in walking and/or being an advocate for the outdoors and natural environment.
- A sound understanding of different CRMs and process flows.

### **Key Contacts**

**Internal:** Fundraising, Finance, Membership, Data team, IT.

**External:** Suppliers, supporters.

### **Other essential requirements for the role-holder**

Ramblers is a member-led organisation, with the majority of work led by volunteers and all staff are expected to work closely with volunteers and to manage relationships with function specific volunteers. For example, campaigns staff work with campaigning volunteers, finance staff work with finance volunteers, walking operations staff work with walk leader volunteers etc.

Every member of staff is expected to show respect to their colleagues, our volunteers and members and to understand and adhere to the following:

- Ramblers Code of Conduct and Values
- Equality and Diversity Framework
- Health and Safety Policy
- ICT Security Policy

Staff should also ensure that they act in accordance with The Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003, Fundraising Code of Practice, Ramblers financial instructions and UK employment law if applicable.

The details contained in the Job Profile, particularly the key responsibilities, reflect the content of the job at the date the document was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, Ramblers will expect to revise this job description from time to time and will consult with the post holder at the appropriate time.

## **Conditions of Employment**

### **PAY**

The commencing salary of this role is between £35,000-40,000 pa pro rata depending on experience

Cost of living increases are normally applied, subject to approval, in October each year. Salaries are paid on the 28<sup>th</sup> of each month via bank credit transfer.

We do not pay a separate allowance to homeworkers.

### **WORKING HOURS**

The working week is currently 9-5pm Monday to Friday. This role is 21 hours, so would work ideally three full days a week. These may be varied by agreement with your line manager. For some roles, there will be occasions when these hours are exceeded for example some weekend working or a requirement to attend evening meetings. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

### **TRAVEL**

For some roles, there is a requirement to travel across the nations and to regional offices (Cardiff and Edinburgh). There may also be, on occasion, the need for overnight stay. Reasonable travel and hotel expenses may be reclaimed using Ramblers expenses procedures

## **LEAVE**

Annual leave is 25 days per year plus paid holiday on statutory and other public holidays, this is pro rated for part time staff and staff on fixed term contracts. The Ramblers' office is closed on statutory holidays and from 24 December to 01 January inclusive. The office is also closed on 23 December when that day falls on a Monday; and on 02 January when that day falls on a Friday.

## **PENSION SCHEME**

All staff will automatically be enrolled into a Group Personal Pension Scheme as part of our requirement to meet automatic enrolment legislation. According to the statutory requirements from April 2019, employees will see 5% of their earnings going to their workplace pension. In turn Ramblers will be obliged to add a contribution that is the equivalent of 3% of your earnings.

In addition, Ramblers currently offer a higher level of contributions at 6% of your basic salary, provided employees contribute at least 5%.

## **PROBATIONARY PERIOD**

All new employees will be required to undertake a period of probation for three months, in which time you will be expected to establish your suitability for the post. At the end of this period and subject to a satisfactory performance you will be transferred to the established staff.

## **RAMBLERS MEMBERSHIP**

All staff on successfully completing their probation get free Ramblers Membership. This gives you access to hundreds of group led walks every week, Ramblers Routes online library as well as four issues of Walk magazine a year. In addition you will be entitled to a host of membership discounts and offers.

## **TRADE UNION MEMBERSHIP**

The Ramblers recognise the Union Unite. The Union has sole consultation rights within Ramblers for terms and conditions of employment and other matters concerning staff. The Ramblers encourages all employees to join the union.

## **FLEXIBLE WORKING**

After 26 weeks' continuous service, Ramblers will consider applications for flexible working arrangements.

The Ramblers will enable as many jobs to be open to job sharing as is operationally practicable.

## **SEASON TICKET LOANS AND CYCLE TO WORK**

The Ramblers operate a season ticket loan and cycle to work scheme (available after 3 months service).