

# HEAD OF OUTREACH

## Job description and person specification

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UNA-UK is looking for a Head of Outreach to inspire, engage and grow our network into a global movement for a better future for all. Reporting to the Chief Operating Officer, the postholder will work closely with our team and Board, as well as our 30,000 members, 100+ community and youth groups, and 1,000 civil society partners spread across the world.

This is a full-time post based at our offices in central London (Whitehall Court). The salary range is £40k to £45k, with a 7% pension contribution to the organisation's pension scheme.

This role is a fixed-term position for one year, subject to a probationary period of 3 months.

We operate a flexible working policy which includes the potential to work from home for two days per week. We are currently going through a staff consultation process on the possibility of moving to a 4-day working week from January 2022 with extended hours Monday to Thursday, to allow staff to use Fridays for work/life balance and focus on personal/professional development. The number of contracted hours is 35 hours per week.

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## About UNA-UK

The United Nations Association – UK (UNA-UK) is the only charity in the UK devoted to building support for an effective UN.

Through research and analysis, we build understanding of the global system and the risks it must address - from the climate emergency to security threats, soaring inequalities, human rights violations, humanitarian crises and disruptive technologies. By convening experts and practitioners, we help to develop solutions. By engaging politicians and policy-makers, we support implementation. And by galvanising our network of 30,000 members, 100+ local groups and 1,000 global civil society partners we create pressure and momentum for change.

As the world continues to grapple with COVID-19, we must ensure that the decisions we take in the coming months and years help, not hinder, our vision of a safer, fairer and more sustainable world. Over the next three years, we will play our part through three programmes:

- **The future we want** – through outreach and communications, we will engage and empower people in the UK and beyond to build a better future for all
- **The UN we need** – through research and campaigns, we will generate momentum to make our global institutions more able to achieve this vision, and more open, inclusive and accountable to the people they serve
- **The UK's role** – through advocacy and engagement, we will encourage our country to lead by example, making the case for global solidarity and cooperation, at home and abroad, and backing it up with concrete actions

## About the post

We are looking for a dynamic, outgoing and resourceful Head of Outreach to inspire and engage people from all walks of life in our work; to nurture and expand our donor base; and to turn our member and partner networks into a powerful global force for change. A natural networker with a flair for innovative outreach and a proven track record in growing movements, the postholder will report to the COO and will manage relevant staff and volunteers as required.

## Key objectives

- To play a lead role in the planning and delivery of UNA-UK's outreach objectives
- To inspire and support our members, groups and civil society partners to contribute to our campaigns - through individual action, action in their communities and donations
- To grow our UK membership base and global network of partners, including by reaching new audiences
- To ensure that our policy and campaigning work has a strong outreach element

## Key tasks

### Develop UNA-UK's profile, reach and support in the UK and internationally

- Leading engagement and relationships with our members, UNA groups and other stakeholders
- Initiating programmes to increase the number, diversity and engagement members, UNA groups and partners (including its Together First coalition)
- Representing UNA-UK at external meetings and conferences, including by pro-actively seeking opportunities to bring our messaging to new audiences
- Identifying and building partnerships with groups and networks that share similar aims

### Nurture and develop out outreach relationships

- Working closely with Elected Trustees and relevant staff to improve engagement and communications, including on local, national and global campaign activities
- Co-creating with our stakeholders events, materials and activities that support our objectives
- Working closely with staff to develop our outreach infrastructure, including - as a priority - a review of our corporate database

### Increase our financial support base

- Improving our giving-related engagement with our members, including donations and legacies
- Developing strategies to improve income-generation from our wider networks, including by cultivating relationships across our various stakeholder constituencies
- Developing UNA-UK's database to improve member engagement reporting, including financial reporting

### Supporting UNA-UK's outreach capacity

- Working with staff on the development of outreach activities for our campaigns and policy work
- Working with staff on the development of our communications channels and materials
- Working with staff on measuring and reporting on the impact of outreach activities

## Person specification

PERSON	Essential	Desirable
<b>Knowledge and skills</b>		
Strong understanding of campaigning organisations with a member/supporter base	✓	
Good understanding of the United Nations system		✓
Excellent written and verbal communication skills	✓	
Excellent interpersonal skills and the ability to engage and build relationships	✓	
Excellent IT skills, including relational databases (preferably Salesforce)	✓	
<b>Experience</b>		
At least 5 years' experience of building grassroots movements in the UK and/or internationally	✓	
Proven record of supporting individuals and groups in taking campaign actions		✓
Proven record of growing income from member/supporter networks	✓	
Experience of developing partnerships with NGOs, universities, private sector etc.		✓
Experience of public speaking in small and large settings	✓	
Experiencing of managing staff and/or volunteers	✓	
<b>Personal Attributes</b>		
Empathy with the vision and values of UNA-UK	✓	

Enthusiastic and outgoing, happy to network widely with partners		✓
Self-starter and team player, comfortable working alone and with others	✓	
Ability to delegate, prioritise, multi-task and work under pressure	✓	
Willingness to work occasional evenings and weekends with time off in lieu		✓