

Job and person specification: Volunteering Manager (0.8 FTE)

Department:	Finance & People
Location:	London SE1 (from November 2026), flexible with at least two days a week in the office, plus regular travel
Reporting to:	Director of Finance & People
Responsible for:	Volunteering Development Officer (0.6 FTE)

Job summary - the big picture

- The person will develop and lead the implementation of CPRE's volunteering strategy across the CPRE network and national charity, supporting collaboration between the two and championing and driving volunteer diversity and engagement to achieve our mission and vision

Scope

- Makes functional-based decisions on operational matters and recommendations on strategic decisions
- Identifies opportunities to improve volunteering diversity, volunteering development and the volunteer journey, creating an attractive and welcoming culture for people from all backgrounds
- Influences national and local CPREs on matters relating to diverse volunteer attraction, volunteer management, volunteer learning and development, building capacity through volunteering, collaboration and ways of working together
- Being part of the shared services offering for the Networks by offering in demand services and support on volunteers

Key people – who you will be working with

- Internally – managing your own team and cross-departmental working and with the Senior Leadership Team and senior volunteers such as Trustees
- Network – you'll be highly engaged with local, regional and national staff and volunteers at all levels
- Externally – you'll develop partnerships and external connections, e.g. with universities, community organisations and other third sector bodies, to help attract new volunteers from diverse backgrounds to CPRE and to bring wider benefit to the delivery of CPRE's strategy, as well as system, design and other providers

Main areas of responsibility - the day-to-day work

- Lead the development and delivery of CPRE's volunteering strategy through collaborating with, coaching and supporting staff and volunteers, including around EDI, GDPR, health and safety and risk management, as appropriate
 - E.g. Advise on ways to organise volunteer activity within a new project or programme
- Drive the creation of new volunteering roles and programmes to build the CPRE ambition for greater diversity and a volunteer movement for the countryside, enabling wide participation, with particular regard for groups under-represented in our movement (people of colour, disabled people, young people and people from working class backgrounds).
 - E.g. Significant focus on attracting and growing online campaigns activists
- Lead the recruitment of new volunteers by widely promoting opportunities, (including use of the volunteering online management system) and best practice in recruitment to enable teams and local CPREs to successfully appoint an increasingly diverse range of volunteers
 - E.g. Work with Brand and Engagement team to maximise online advertising of new roles
- Lead the ongoing development of volunteer engagement and support for volunteer coordinators and supervisors across the CPRE network through peer learning, online tools and training
 - E.g. Work with Volunteering Development Officer to review and improve support resources to best reach and engage volunteer coordinators and supervisors
- Responsible for all Volunteering processes, procedures, systems and activities that support the volunteer journey including recruitment, voice and recognition
 - E.g. co-create a process that will review our Volunteering Commitments
- Driving continuous improvement in volunteering and CPRE shared services through surveys, feedback and strategic discussions with the Network about their drivers and ambitions related to volunteers
- Line managing the team to ensure fulfilment of operational objectives and values, ensuring efficient use of resources, providing good communication and support (including wellbeing and personal development)
 - E.g. Ensure individual objectives are clearly linked to corporate priorities and values
- Work with development team to proactively develop funding opportunities to strengthen and grow our increasingly diverse volunteering base
- Proactive responsibility for own development through learning, networking, self-appraisal, monitoring and evaluation
- Support Director and Senior Leadership Team on any other relevant issue as so required

Selection criteria – what you need to do the job

- Proven volunteering engagement experience and a record of continuous professional development. This means:
 - A volunteering development professional with some learning and development experience
 - A capable coach who can adapt to support a wide range of staff and volunteers
 - A creative mind-set who can take new initiatives from inception to launch
 - Knowledge of recent innovations and relevant technology
 - Experience of a multi-site or federated charity, volunteer voice and stakeholder engagement

- Ability to support the strategic objectives of the organisation. This means:
 - Building consensus around ideas and initiatives that change how volunteers can be attracted, retained, contribute, and how they are supported
 - Developing operational plans that link to the strategy and weave them through team and individual objectives
 - Make use of insight and performance measures to demonstrate impact and outcomes
- Ability to apply up to date knowledge in relation to:
 - Relevant legislation and best practice in relation to volunteer attraction, engagement and retention, Equality, Diversity, Inclusion and Belonging
 - Processes that support the volunteer journey including recruitment, satisfaction and recognition
 - Familiarity with volunteer management system adoption across multi-site teams
 - Ability to translate requirements and best practice into appropriate, engaging approaches and frameworks that are in keeping with CPRE's values and mission
- Ability to work collaboratively. This means:
 - Consulting and engaging a wide profile of people across the organisation
 - Building creative consensus from a range of options
 - Diversity checking all activities so marginalised views are given due regard
- Ability to communicate verbally and in writing to different audiences. This means:
 - Communicating technical topics in simple English
 - Focussing on the reader/listener
 - Using succinct, clear, accurate and informative style
- Ability to build professional relationships within and external to CPRE. This means:
 - Respecting different opinions while continuing to promote our values and group consensus
 - Empowering others by sharing skills, knowledge and playing to strengths
 - Building alliances and partnerships that benefit CPRE, its values and objectives
- The ability to energise, coach and mentor colleagues. This means:
 - Empowering others by pushing and supporting them do things for themselves
 - Listening to and learning about others' experiences and valuing them
 - Setting objectives, supporting, guiding and advising staff at all levels
- Ability to influence at a manager and senior level. This means:
 - Promoting volunteering development to advance CPRE's objectives
 - Ensuring the collective volunteer engagement capacity matches CPRE's objectives
 - Making an active contribution to strategic and operational discussions and decisions outside the Volunteering remit
- The ability to plan, prioritise and organise tasks, hit deadlines and deal with unexpected issues when they arise. This means:
 - Methods of self-organising workload and managing conflicting priorities
 - Project and process planning
 - Collaborative practices
 - Re-prioritising when things change or goalposts move
- The ability to flex when and where you work to engage with colleagues and volunteers across CPRE. This means:

- Willingness to travel to the London office, typically twice a week and visits to local CPRE groups
- Occasional evening and/or weekend work will require some flexibility in working hours from time to time

How you will be supported by CPRE and others:

- Your line manager will meet with you regularly to ensure you have the support you need day-to-day and more broadly throughout the year. They will set clear tasks and provide you with the information and support you need to complete them. They will ensure your workload is manageable and help you to manage it too
- Your line manager will take responsibility with you for your development through learning, networking, appraisal and other opportunities for growth