



Role Profile

The Role			
Role Title:	Senior Project Manager - Mass Engagement	Reporting to (job):	Head of Legacy Marketing
Legacy job titles covered by this role profile:		Jobs that typically report into this role:	None
Function / Org Unit	Mass Engagement and Public Fundraising	Job Number:(<i>to be assigned by Reward</i>)	RPMIG5
Base and travel	Hybrid - Office and Home The role will involve occasional travel and overnight stays	Band (<i>to be assigned by Reward</i>)	UC
Role Dimensions			
Number of direct reports	0	Manager/Individual Contributor:	Individual Contributor
Number of dotted line reports	0	Budget (Operating/Capital)	Project Budgets (circa £1m+ per project)
Total No of Reporting Staff (include all direct and indirect reports)	0	Decision Making Authority & Responsibility for Resources	<p>Making recommendations for alternative project solutions. This includes the project design, resourcing, supplier approaches, solution designs, etc.</p> <p>The post holder takes input from many sources, combined with their own analysis of the business environment to provide project managers and senior managers with strong recommendations. Although a</p>

			<p>collaborative approach is taken, it is their judgement that drives the final recommendation.</p> <p>The job holder manages and owns the project budget - as projects are allocated. It is through the projects that the Society delivers its strategy</p>
Working Environment	DSE User		
Role Purpose	<p>The role supports our Mass Engagement function, working across Individual Giving, Legacy Marketing, Events, Digital Marketing and Enterprise. Collectively the team raises in excess of £40m a year running marketing campaigns and products to meet new and existing audience needs.</p> <p>This role supports the operational development of key activity as well as supporting new initiatives and marketing plans and therefore requires some additional skills and knowledge as detailed in the person specification.</p> <p>This role leads on the delivery of projects within the Mass Engagement Department to support the development of our programmes, activities and products through tackling specific challenges associated</p> <p>The role manages and creates proactive, enthusiastic and delivery oriented project teams within a matrix reporting structure. It builds and sustains key stakeholder relationships, takes ownership of project delivery and assesses business satisfaction with delivered results.</p> <p>The role controls and reports on project deliverables, progress against milestones, budget, resources, risks & issues in accordance with the project governance framework already in place and seeks to continuously work towards delivery excellence.</p>		
Principal Accountabilities	<p><u>Project delivery</u></p> <ul style="list-style-type: none"> Lead the management of projects working within a Waterfall / Prince / Agile methodology to deliver agreed benefits. 		

	<ul style="list-style-type: none"> • Responsible for project delivery, where the programme requires, of multi-threaded, large scale deliveries. Ensuring the project is delivered, within the defined governance process, with control and to the expectations of key stakeholders. • Monitor and report on progress through all stages of delivery, from definition to transition to live operations. • Ensure project documentation aligns to standards set out by the Head of SDU • Create and maintain a well-structured, professional project environment for your project teams where each member fully understands their role and responsibilities within the project and is encouraged to deliver great results. (Project teams will draw upon of a cross section of specialist staff from across the organisation, from Directors downward. Project teams can be between 5 and 20+ members). • Manage the successful delivery of projects on time, to budget and of the right quality using in line with the standard project management methodology. <p><u>Communication</u></p> <ul style="list-style-type: none"> • Manage expectations of key stakeholders throughout the life cycle of projects. • Provide senior management with fully impacted solution options to complex project issues in order to drive timely decision-making. <p><u>Control</u></p> <ul style="list-style-type: none"> • Be a role model to help ensure appropriate functional governance is followed and instil strong disciplines within matrix teams. • Proactively identify and manage project risks; and monitor and drive the resolution of issues • Manage cross project dependencies to mitigate risk to the Society. • Maintain control of the Project scope through an effective change control process, consulting with key stakeholders as necessary. • Effectively manage and control individual or multiple project budgets and expenditure forecasts, taking accountability for resources allocated and provide regular updates. <p><u>People Management</u></p> <ul style="list-style-type: none"> • Provide strong leadership to project resources, framework partners and consultants, defining work, ensuring deadlines are understood and adhered to and that project objectives are clearly articulated and understood.
Key Interfaces	Exerting influence through all levels of the organisation and stakeholder management - negotiating changes to proposed new projects, influencing the adoption of change across the organisation, including the selling of new concepts. This is not easy and requires a creative and flexible approach to influence senior staff. This role therefore involves negotiation across multiple parties.

The Person	
Personal Attributes and Key Competencies	<ul style="list-style-type: none"> • Proven ability to implement and follow control procedures • Proven presentation skills • Good documentation skills • Proven problem solving capabilities with demonstrably positive and tenacious approach to problem solving • Proven ability to communicate with resources at all levels • Ability to build trust and respect in others and establish and maintain relationships • Ability to elicit comprehensive and accurate requirements • Ability to make sense of complex situations, rapidly prioritise issues and provide conscious outputs • An analytical yet pragmatic approach to problem solving • Ability to quickly absorb and understand a new concepts • Ability to think of creative solutions to business issues • Collaborative approach to project management • Ability to adapt quickly to a new environment / situation • Ability to quickly gain credibility with a new audience • Process driven, autonomous and an organised completer/finisher • Excellent and articulate oral and written communication; must be able to adapt the style for varied audiences • Self-starter with a 'can do' attitude who defines and leads not follows or stops at blockers • Must work to a high degree of accuracy with very good attention to detail • Ability to cope under pressure • Team player, and able to work on own initiative
Essential Key Skills, Qualifications & Experience	<ul style="list-style-type: none"> • Certification in an industry standard project management methodology • Proven successful delivery of complex projects for multiple business functions • Extensive experience of stakeholder management, identifying, addressing and resolving differences between individuals and/or interest groups • Proven experience leading a project team through matrix management • Experience of using project management tools to manage development activity • Extensive experience creating Gantt charts, including resource levelling, dependency chains and critical paths • Experience in controlling, reconciling and reporting on projects

	<ul style="list-style-type: none"> • Experience of analysing complex data to produce useful management information <p><i>Mass Engagement specific skills required:</i></p> <ul style="list-style-type: none"> • Extensive practical experience of direct marketing, preferably at a management level • Specialist knowledge of direct marketing within a fundraising/ not for profit environment • Previous experience in managing multi-media channel campaigns, preferably with experience in managing direct mail, telemarketing, direct response television and digital campaigns. • Experience of managing third party agencies
Desirable Key Skills Qualification & Experience	<ul style="list-style-type: none"> • Certified as a practitioner in PRINCE2 • Certified in an industry standard testing methodology • Certified in requirements analysis • ITIL qualification • Agile Project Management • Experience managing enterprise change projects in a charity • Ability to use Google to create and edit documents, spreadsheets, emails, project plans and presentations • Valid driving licence
Personal commitment to:	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p>
RSPCA Core Values	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p>

	<p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p> <p>We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p> <p>We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p> <p>We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p> <p>We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p>We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.</p>
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Creation and Authorisation			
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>			
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Approved by (operations):		Role:	
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