



PPMA Business Admin & Marketing Support Officer

Application Pack

October 2017

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Information for Applicants

Dear Applicant

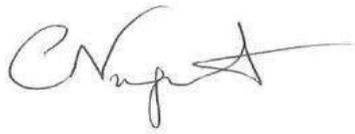
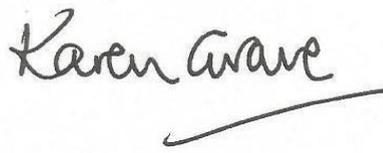
Thank you for showing interest in this crucial new role for PPMA. PPMA is a fantastic organisation and we are confident that should you be successful in your application, you will thoroughly enjoy your time in this role. It is demanding work, so we want you to make sure you have a solid understanding of what the role entails. You can find out more about the work we are doing on www.ppma.org.uk.

Please familiarise yourself with the following before you submit your application.

- The role of Business Admin & Marketing Support Officer is a 2-year fixed term contract. The role is predominantly home based with some requirement to travel to meets and events around the UK during the course of the year (approx. 3 -4 per month). This role will report into one of the PPMA Principal Officers.
- The salary is £26,000 for 37 hours per week. In addition to a competitive salary, travel costs will be reimbursed. The successful applicant will start the role as soon as is possible.
- Please pay particular attention to the Role Definition and Person Specification and make sure you address these requirements when applying.
- Your application should include a full CV and a 2-page personal statement which outlines why you want this role and how you meet the person specification. You will also need to provide us with the name and contact details of 2 referees, who we will only contact with your permission.
- If there are many applications, we will shortlist candidates based on the information contained in your application. We cannot make any assumptions about this information so it is important to you stick to the specification. If you don't address the requirements of the Role Definition and Person Specification this may result in you not being considered.
- This role will report into one of the PPMA Principal Officers.
- The closing date for applications is Wednesday 25th October, with an expectation that interviews will take place during early November.

This role is critically important to PPMA. It is needed so that we can capitalise on the increased momentum we have seen over the last 18 months. For the right person, this role offers a fantastic opportunity to be at the heart of a growing organisation.

Yours sincerely

Handwritten signature of Caroline Nugent in black ink.Handwritten signature of Karen Grave in black ink.

Caroline Nugent, PPMA President 2017/18

Karen Grave, PPMA Vice President 2017/18 & President Elect 2018/19

PPMA Background

The Public Services People Managers Association (PPMA) is the first-choice association for people professionals in public services. The association is 42 years old, having spent the first 30 years of its life known as the Society of Chief Personnel Officers (SOCPO). The PPMA is a private company limited by guarantee. It is not a public-sector body.

We are a collective voice for a highly qualified, passionate, committed and diverse public services HR and OD community. We play a critical role in influencing key decision-makers and stakeholders involved in people management and workforce issues. Our reach extends to the entire range of public service organisations.

Why are we here?

Political and economic challenge and change continue to make unprecedented demands on our public service workforce.

From public sector policy reform and the austerity agenda's impact on staff and services to the effect of the 'consumer society' on customer expectations of public services, the context for HR and OD practitioners is highly complex and unique.

The Public Services People Managers' Association, PPMA, is the voice and association for Human Resources and Organisational Development professionals working within the public sector.

Our Vision

The PPMA will continuously strive to enhance, promote and raise the standards of people management and development within public services. The PPMA will provide a single voice to represent the views and interests of the Human Resources (HR) and Organisational Development (OD) professions and will ensure that through membership of the Association that clear understanding about the requirement and benefits of an aligned and integrated approach to community, corporate and people strategies is embedded.

The PPMA exists to:

- a) Champion, enhance, improve and sustain high performing public services by enabling the delivery of effective and efficient people management and development, underpinned by knowledgeable, skilled and talented HR/OD practitioners working at all levels of public service.
- b) Defining, promoting and delivering the highest professional standards and conduct amongst those engaged in people management and development within public services by working in partnership with the Chartered Institute of Personnel and Development (CIPD) and other relevant professional institutions.

c) Leading, influencing, informing and challenging national and European policy and legislation in respect of employment and workforce matters on behalf of the HR and OD professions. Working in collaboration with relevant organisations such as the CIPD and the Local Government Association, the PPMA also works positively and proactively with other leading public-sector bodies including the HPMA. Additionally, the Association works with a range of other key organisations including Central Government Departments, the Trades Union Congress and individual trades unions and a broad range of other professional bodies and societies.

d) Raise the profile, importance and understanding of the need for the highest possible standards in people management and development within public services at local, regional, national and international levels by developing and delivering relevant and timely research, policy statements, conferences, seminars, products and services.

e) Enhance the profile of people management and development within public services by proactively engaging with the media and by maximising the use of effective communication channels, both within the Association and externally.

f) Ensure that informed debate and discussion takes place in respect of the people management implications arising from public sector spending and efficiency reviews as well as proposed public-sector reforms and reorganisation.

g) Promote and support the embedding of equality and diversity in the design of public sector policies, the delivery of public services and the employment, learning and training opportunities offered by the public-sector workforce.

h) Create, increase and encourage opportunities for involving members of the Association through Regional and National networks, working groups and project teams formed or contributed to by the Association.

Recent changes:

During 2016/17 and 2017/18 substantial work has been undertaken by key officers to develop:

- A new PPMA website and membership structure, which was approved by the AGM in April 2017
- A new marketing strategy which was signed off by PPMA Policy Board in June 2017
- A sharper, more modern and visible PPMA brand
- A new sponsorship structure which will provide further clarity on Platinum, Gold and Silver sponsorship
- Increased membership focus on other public-sector bodies.

Considerable progress has been made but additional work will continue.

Selection Process

This new role is at the heart of PPMA. A predominantly home based full-time role, with occasional UK wide travel, will provide a sense of stability and importantly will create the capacity needed to support the additional work being generated by the current President and Vice President.

The role holder will also be expected to operate very proactively and sometimes with minimal input. The successful candidate will need to demonstrate that they are able to work independently, know when to seek input and identify when additional work can be taken on. Forward momentum and the ability to push Principal Officers, PPMA Policy Board members and other key PPMA stakeholders is critical.

This role is highly visible and will be representing PPMA Principal Officers, so it is critical that the role holder has excellent communication skills and can build effective and long-lasting relationships.

The selection process for any principal officer role is set out in the PPMA articles of association. Applicants:

1. Must submit their CV together with a covering letter outlining in no more than two sides of A4, the reasons for applying and what they would bring to PPMA. It is really important that this letter covers the key requirements set out in the person specification.
2. Must provide the names and addresses of two referees. At least one of the named referees must be your current or most recent employer. Please note that relatives or friends must not be used.
3. Subject to shortlisting, attend an interview on a date to be confirmed with the selection panel. The panel will include at least two of the following: the current President, Vice-President and Honorary Treasurer.
4. Will be required to present a 15 minutes presentation on a topic to be provided by the current Vice President. This will be provided no later than 3 days before the interview panel.
5. Undertake a joint discussion following the presentation. This will focus on the Job Description and Person Specification and the PPMA business plan.

At the end of this process, the Panel will make a recommendation to PPMA Policy Board as to who should be selected for the role(s).

Role Description – PPMA Business Admin & Marketing Support Officer

Main Purpose of the role

Key responsibilities of the role are to support and engage with different parts of the organisation and interact with internal or external customers. With a focus on adding value, this role contributes to the efficiency of the organisation, through support of the PPMA President, Vice President(s) and other Policy Board members as appropriate.

The post holder is also responsible for researching and understanding the organisation's goals, supporting the administration of our research programme and National and Regional roadshows. Additionally, the role will be required to support our digital and social media partners via maintenance of the PPMA website and various campaigns through supportive and proactive social media activity, blogs, press releases or planning events.

The post holder will adhere to any and all internal processes with particular reference to ensure that PPMA contact for the public domain has been signed off by the appropriate Principal Officer(s).

Key responsibilities

Business Administration:

- ☐ Keeping well-organised files and records of business activity
- ☐ Developing and maintaining PPMA information databases (membership predominantly)
- ☐ Interacting with clients either on via communications systems or in person
- ☐ Following up on business communications, working with our finance lead on billing, ordering and invoicing
- ☐ Communicating with materials suppliers and vendors
- ☐ Building relationships with clients and sponsors as appropriate
- ☐ Drafting, writing, editing PPMA documents as necessary
- ☐ Scheduling appointments
- ☐ Ordering PPMA office materials and equipment

Support to President & Board

- ☐ Acting as a support assistant to the PPMA President and Vice President(s), with occasional support to other Policy Board members.
- ☐ Arrange Board meetings
- ☐ Monitor delivery of the Business Plan
- ☐ Produce/ Amend/ circulate papers and minutes for the Board meetings/AGM
- ☐ Ensures that the PPMA Articles of Association are kept up to date with relevant principal officers

Communications:

- ☐ Assist in the development and maintenance of the PPMA marketing and communications strategy
- ☐ Act as a first point of contact for media enquiries and direct enquiries to relevant PPMA policy board officers as necessary
- Work with PPMA's social media partners to support the PPMA web-site structure
- ☐ Build and maintain web-site content
- ☐ Maintain the PPMA social media presence as appropriate via relevant applications including Twitter, Facebook, Linked-In, website, etc.
- ☐ Assist in the production of newsletters/ articles/ communications for Members
- ☐ Own the production of the quarterly PPMA MJ Supplement

Membership:

- ☐ Maintain a membership database and liaise with the PPMA Finance officer to ensure membership records are processed in a timely manner

Products and Services:

- ☐ Assisting in the planning and support of PPMA events as required
- ☐ Market key events (notably the seminar) with relevant principal officers/policy Board members
- ☐ Admin around the Awards
- ☐ Support the Annual Seminar organisation (pre-event and at the event)
- ☐ With the PPMA Finance Officer, oversee online event booking processes and payments for products/ events
- ☐ Admin support to regional events and other product launches as needed
- ☐ Own a review of the membership zone content together with the relevant principal officer

Sponsorship:

- ☐ Maintain relationships with sponsors
- ☐ Support principal officers in the development of new sponsors
- ☐ Keep up to date the PPMA sponsorship categories

And any other duties as required.

Person Specification – PPMA Business Admin & Marketing Support Officer

Key Criteria for Successful Performance of the Post, which are not considered to be an exhaustive list, are outlined below.

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| IT and Resources | <p>Skilled in the use of multiple IT packages and systems relevant to the organisation.</p> <p>Examples include - Use social media / PR software, to deliver activity. Use of MS Office or equivalent packages. Able to choose the most appropriate IT solution to suit the business problem. Able to update and review databases, record information and produce data analysis where required.</p> |
| Interpersonal and communication skills | <p>Builds and maintains positive relationships within the PPMA membership community, sponsors and other organisations (e.g., HPMA, 3rd party providers). Answers questions from inside and outside of the organisation, representing the organisation well. Demonstrates good communication skills, whether face-to-face, on the telephone, in writing or on digital platforms. Uses the most appropriate channels to communicate effectively. Demonstrates agility and confidence in communications, carrying authority appropriately. Understands and applies social media solutions appropriately. Ensures that all communications are approved with relevant principal officers before release. Is self-aware and seeks regular feedback in order to improve performance.</p> |
| Quality | <p>Completes tasks to a high standard. Exercises proactivity and good judgement. Demonstrates the necessary level of expertise required to complete tasks and applies him/herself to continuously improve their work. Is able to review processes autonomously and make suggestions for improvements. Shares administrative best-practice across the organisation.</p> |
| Planning and organisation | <p>Takes responsibility for initiating and completing tasks, manages priorities and time in order to successfully meet deadlines. Positively manages the expectations of colleagues at all levels and sets a positive example for others in the workplace. Makes suggestions for improvements to working practice, showing understanding of implications beyond the immediate environment (e.g. impact on clients, suppliers, other parts of the organisation). Manages resources e.g. equipment or facilities. Uses relevant planning and project management principles and tools to deliver their work programme.</p> |

Knowledge and experience

Understands the organisation's purpose and aims, and how these can be supported and achieved.

Demonstrates an understanding of the public sector and HR & OD practice, or equivalent experience.

Understands relevant regulations that could apply to the role e.g. data protection, health & safety, equalities.

Can deal with a range of stakeholders and differing relationships.

Has demonstrable experience across the range of activities outlined in the job description.

Terms and conditions of employment

The following terms apply to this role.

- Contractual hours are 37 hours per week.
- The role is home based with some travel expected to meetings (e.g., quarterly policy board meetings, annual conference, sponsor meetings etc).
- Salary is £26,000 per annum.
- Travel expenses will be reimbursed. Any mileage will be reimbursed at standard HMRC rates.
- Paid annual leave is 28 days inclusive of English Bank Holidays.
- Statutory sick pay will be paid.

A probation period of 3 months applies to this role.