



Role Description – Branches Manager

Role title	Branches Manager	Grade	3	Department	Education & Lifelong Learning
Reports to	Head of Volunteer & Education Engagement			Direct reports	2
Key relationships / interfaces	Internal:	All departments – especially Education & Lifelong Learning, Membership, Comms and External Affairs and Corporate Services			
	External:	Volunteer groups, members and potential members, speakers and sponsors			
Role purpose	<p>APM has a network of volunteer-run branches running face-to-face and virtual events and providing networking opportunities to current and prospective APM members. APM members value the opportunity to develop themselves professionally and build strong networks in their area through these activities. The purpose of this role is to build and maintain relations between volunteers in the APM branch network and staff based at Ibis House to drive member value across the branches network supporting APM in its growth strategy</p> <p>*This role will require out of normal office hours working and considerable UK travel to be visible in the different geographical locations. Flexible working a pre-requisite for this role.</p>				
Breadth of responsibility	The role is to engage regularly with APM’s branch volunteers to build productive and collaborative relations that maximise engagement, facilitate good communications and drive member value through APM’s network of branches.				
Dimensions and limits of authority	No direct budget responsibility: responsible for overseeing the branch budgets and spend in accordance with agreed business plans.				
APM Values	<p>The role holder will be expected to operate in line with our company values of:</p> <ul style="list-style-type: none"> ▪ Progressive ▪ Warm ▪ Excellent ▪ Thoughtful 				



Key responsibilities / accountabilities	Key performance measures
<ul style="list-style-type: none"> Communicating APM strategy across its branch network. 	<ul style="list-style-type: none"> APM branches demonstrate a good understanding of APM’s objectives and priorities, which are reflected in their plans and activities.
<ul style="list-style-type: none"> Shaping branch plans to align them to APM objectives to maximise member value. 	<ul style="list-style-type: none"> All branches deliver plans which increase member engagement and improve member feedback.
<ul style="list-style-type: none"> Representing the branches in the development of APM plans and strategy. 	<ul style="list-style-type: none"> APM business plans align to the requirements of APM volunteering activities.
<ul style="list-style-type: none"> Working with branch co-ordinators to develop successful relations and deliver a first-class programme of events, awards and competitions. 	<ul style="list-style-type: none"> Increased participation in branch activities and improved member feedback.
<ul style="list-style-type: none"> Provide training and mentoring to volunteers wishing to contribute to APM. 	<ul style="list-style-type: none"> Improved volunteer satisfaction through the annual volunteers’ survey.
<ul style="list-style-type: none"> Identifying every opportunity for signing up new members and helping the branches secure these 	<ul style="list-style-type: none"> Increase in new members recruited via branch activities.
<ul style="list-style-type: none"> Supporting the branches in diversifying the committee members and chairs to reflect both the future profession as well as the current one 	<ul style="list-style-type: none"> Diversified participation in branch activities.
<ul style="list-style-type: none"> Driving collaboration among branches, between branches and SIGs, and between branches and relevant external organisations 	<ul style="list-style-type: none"> Increase in collaborative outputs
<ul style="list-style-type: none"> Working with colleagues from the Membership team as and when required to support member events outside of the branch network 	<ul style="list-style-type: none"> Increase in support for members not based in the branch network



Person Specification – Branches Manager

Attribute	Description	Essential / desirable
Qualifications	<ul style="list-style-type: none"> ▪ Educated to degree level 	<ul style="list-style-type: none"> ▪ Desirable
Experience	<ul style="list-style-type: none"> ▪ Experience of working with volunteers and an understanding of their motivations and interests. ▪ Budget Management ▪ Experience of working in a customer or stakeholder relations role ▪ Experience in working in education, training or professional bodies 	<ul style="list-style-type: none"> ▪ Desirable ▪ Essential ▪ Essential ▪ Desirable
Knowledge	<ul style="list-style-type: none"> ▪ Knowledge of APM and the market that APM operates in 	<ul style="list-style-type: none"> ▪ Desirable
Skills	<ul style="list-style-type: none"> ▪ Excellent communication and interpersonal skills – written and verbal ▪ Well-developed teamwork skills ▪ Excellent organisational skills. ▪ Highly competent in PC skills including Word, Excel, PowerPoint ▪ Effective presenter ▪ Proven stakeholder management skills ▪ Able to interpret and analyse financial and other data, draw conclusions and act upon results ▪ Goal and objective focussed 	<ul style="list-style-type: none"> ▪ All Essential
Behaviour / competency	<ul style="list-style-type: none"> ▪ Analytical thinking ▪ Communication skills ▪ Decisiveness ▪ Initiative and proactivity ▪ Relationship building ▪ Flexibility and willingness to travel ▪ Able to lead discussions and negotiate effectively with all stakeholder groups ▪ Able to deal effectively with complaints, issues and difficult people ▪ Able to make decisions promptly, taking responsibility for the outcomes ▪ High level of resilience under pressure 	<ul style="list-style-type: none"> ▪ All Essential