

Job title:	Outreach Advisor
Job Level:	Advisor
Department:	Awareness & Experience

Ben is an automotive industry charity dedicated to individuals who have worked in or work in the automotive industry and their family dependents. We are committed to providing health and well-being support for life to empower our automotive family to live their best life and be there for those who are struggling or in crisis.

Working within Ben's Outreach department, Outreach Advisors support the planning and delivery of a range of awareness and engagement activities within the community to increase awareness and engagement with the charity, with a focus on micro, small and medium sized enterprises.

Team:	Awareness & Experience
Responsible to:	Outreach Manager

Key responsibilities

Planning and Organising

- Work with the Outreach Manager and other Outreach Advisors in the planning and coordination of outreach activity
- Map/research delivery areas, maximising delivery opportunities whilst being conscious of resource time and expense
- Plan to carry out on site employer to carry out outreach activity including any required wider Ben team involvement and support

Business Focus

- Work as part of the Outreach team supporting peers and ensuring focus remains on our shared goals to back our automotive family.
- Raise awareness of Ben and its service within the Automotive industry, employers, and individuals.
- Deliver awareness and engagement activities, including onsite employer visits, attending events, or other community outreach aligned with planned strategic outreach activities.
- Focus on micro, small, and medium-sized enterprises with fewer than 250 automotive employees.
- Proactively engage with employers and employees through various channels such as social media, email signups, and directing to the Ben website.
- Record or provide evidence of delivery activity using relevant systems and processes.
- Share and collate information to identify potential new delivery opportunities.
- Share best practices, ideas, and suggestions for new initiatives and development of proactive services Bens might offer to the industry.
- Ensure knowledge is kept up to date regarding all of Bens' services, products, events, and employers.

Communication

- Provide communication and interactions with client's partners and other stakeholders that are effective and professional.
- Represent Ben confidently and professionally.

Budget

- Ensure that any spending is agreed with the Outreach Manager prior to purchase (or commitment to purchase).
- Ensure any spend is within agreed timeframe and budget complying with internal process.
- Manage your own collateral stock as requested for external engagements.

Managing Performance

- Maintain accurate records of all activities and react these in line with our defined process.
- Agree on personal and performance KPIS and objectives and actively participate in Ben's annual appraisal process (including attending review meetings at 6 months and 12 months).
- Participate in monthly and quarterly review meetings, providing a summary of the discussions and actions within a week of each meeting.
- Set work priorities during monthly and quarterly review meetings

Internal Stakeholders' relationships

- Ensure excellent relationships are maintained and fostered at every opportunity within the Ben teams.

Achieving customer service excellence

- Ensure all Ben's customers and clients are at the heart of everything you do.
- Ensure you are fully informed of all aspects of Ben H&WB and support services.
- Keep an up-to-date knowledge base on all of Ben's services.
- Represent Ben to the highest standards in all aspects of your role, especially when engaging externally with industry partners and their employees.

Additional duties

- This role will require extensive travel both locally, regionally, and periodically across the UK to meet the needs of the business.
- Overnight stays will be required to meet service delivery.
- Undertake Continuous Personal Development to enhance your role.
- There may be times when the Outreach Advisor will need to support additional duties and/or projects. This will be discussed with the Outreach Manager and/or Head of Awareness & Engagement and agreed upon with the Outreach Advisor.
- As applicable ensure that any monthly, quarterly, and annual reports are submitted as required in a timely manner.
- Attend team meetings as needed, which may include travel and/ or overnight stays.

This job description is not intended to be an exhaustive list of responsibilities and will be regularly reviewed and amended as necessary.

Qualifications required

- Numerate and literate, with GCSE achieved or equivalent. (College or further equivalent education preferred).

- Understanding or experience of the automotive industry and its needs and requirements.
- Knowledge of the latest trends in awareness, engagement, and employer engagement.
- Creative thinking and willingness to explore diverse ways of working.
- Excellent interpersonal skills, including engaging with groups that may not be immediately receptive.

Experience required

- Experience in providing information to others and capable of delivering engaging presentations to groups.
- Skilled in communicating clearly through various methods.
- Proficient in using systems such as Salesforce.
- Experienced in organising and working with a diverse workforce.
- Adept at working within professional boundaries.

Proven ability to plan and manage resources.

- Motivated to continually improve and develop skills and knowledge.
- Uses change as an opportunity to adapt and grow.
- Approaches problems with a positive, solution-focused attitude.

Our Values

- Passionate
- Respectful
- Inclusive
- Driven
- Empowered

This job is suitable for someone who...

- Shares our ambition to save the lives of our automotive family, with a passion and commitment to ensure that efficient administration can make a positive difference to people's lives.
- Thrives under pressure and can prioritise and multi-task effectively.
- Is proactive and enjoys interacting with people, enjoys collaborative working and can communicate with ease at any level.
- Has personal values which align with the organisation's core values and is committed to upholding high standards of integrity and accountability.
- Demonstrates a high level of personal integrity and trustworthiness.
- Is passionate about people and their importance in making an organisation successful.
- Understands and commits to Ben's mission, vision and values.