



People Know How
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www.peopleknowhow.org

Role description and person specification

Role title:	VIP Coordinator
Main work base:	525 Ferry Road, Edinburgh
Team:	VIP Management
Reporting to:	VIP Manager
Direct reports:	None

The organisation

People Know How is a Scottish social innovation charity based in Edinburgh and East Lothian. We work with people and communities to develop innovative strategies and services to address social issues both locally and nationally.

Our aim is to support and empower both individuals and organisations to mobilise their assets and realise their true potential. People often don't realise that they know how, and that's where we come in – unlocking ideas for a better future, today. We call this social innovation.

We do this locally by developing and delivering new and innovative projects in collaboration with people and partners. We do this nationally by initiating action-research projects in partnership with academia and stakeholders from all sectors including other charities, community groups, business and the public sector, derived from our local project work. From these activities, we run nationwide campaigns that influence government policy, enhancing community development and acting as a catalyst for systems change, policy development and improved practice across Scotland.

Our mission is to unlock potential, helping people turn their ideas into positive action.

Our vision is for people to have new opportunities, strengths, and assets to fulfil their potential.

Our values are to be Collaborative, Dynamic, Action Orientated, Innovative and People-Led.

Our process

All of our work is formed through our Social Innovation Model. The model is simple and cyclical – we ask, research, do, share, and repeat.

The model works to:

- Promote the positive change our projects achieve for individuals
- Build rewarding partnership to grow our projects
- Share how our work creates positive change with other organisations and groups
- Teach others to use our model to transform their ideas into action.

Ask

We begin every project by asking people to share their ideas, needs, strengths and assets. We believe that people know how to identify their needs and the solutions that will help them fulfil their potential and solve social issues.

Research

We review literature, best practice, and collaborate with leading figures to inform people's ideas and ensure an evidence base before proceeding with a project. We never duplicate existing services and truly offer unique solutions.

Do

We run projects and deliver activities, putting ideas into practice, testing, and refining as we progress. Built into our projects is a robust framework of monitoring and evaluation tools that constantly gathering data to assess our progress and performance.

Share

We share the approaches and impact of our work to recognise and celebrate positive outcomes. We also share our failures, looking to improve and grow. We then ask people for feedback on what we have shared, thus creating a cycle that drives continuous improvement.

Action-research

In collaboration with leading academic institutions, private enterprise, third and public sector partners and government, we initiate action research projects that aim to test new innovative solutions to entrenched social problems. This research ranges from multiyear longitudinal studies to nationwide mass participation all the way to small locality-based surveys.

Campaigns & Lobbying

Through Connect Four, we will use our research base to share our impact with all our partners, including running campaigns and lobbying. We believe that working in partnership and sharing resources is key to driving social change.

Our key services:

Positive Transitions

Launched in 2014, Positive Transitions is a service supporting children, young people and their families through primary and secondary school across Edinburgh and East Lothian. The service is designed to support them to feel valued and understood, improve their self-esteem and peer



relationships, and enable them to fulfil their potential; and make a positive transition from primary to secondary school. The service is made up of four key projects that provide both one-to-one and group support.

www.peopleknowhow.org/positive-transitions

Reconnect

Reconnect is a service offering support to adults and families in Edinburgh and East Lothian to help them to improve wellbeing by increasing digital and social inclusion. The service is comprised of a range of projects that address wellbeing. We believe that digital inclusion and social inclusion are inextricably linked, and together can contribute to enhanced wellbeing. Our projects provide a supportive environment to reduce social isolation through building digital skills and maintaining connections.

www.peopleknowhow.org/reconnect

Connectivity Now

As a result of our learning from Reconnect and our digital transformation during the coronavirus pandemic, we launched Connectivity Now, a national campaign to combat data poverty across Scotland. Through our three actions comprising our Connectivity Now manifesto, we're asking organisations, community groups and individuals from the third, public, business and academic sectors to come together and pledge their support to our campaign. By uniting our voices, aim to lobby the government to make policy change and end data poverty.

www.peopleknowhow.org/connectivity-now

Connect Four

Launched in 2019, Connect Four is at the heart of People Know How and acts as our platform to affect change at scale. This platform was born from our proven Social Innovation Model. Working in partnership with collaborators from across the four sectors: third, public, academic, and business, we share knowledge, join resources, and improve the wellbeing of people and communities, driving social innovation and positive change.

www.peopleknowhow.org/connect-four

Spaces

People Know How manages various spaces across Edinburgh and East Lothian. We aim to provide spaces in the community to gather, collaborate, share learning, exchange ideas and improve wellbeing. We manage them through collaborations with other organisations, working together to support and empower communities. Our current spaces include 525 Ferry Road, Straits Meadow, and our All Aboard canal boat which we own in partnership with Polwarth Parish Church.

www.peopleknowhow.org/spaces

VIPs

We call our volunteers, interns, and placement students VIPs; and we recognise that improving wellbeing is not limited to the people using our services. A key aim of our programmes are to help VIPs improve their wellbeing, increase confidence, and feel happier and more socially connected in their lives.



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The role

Role purpose

The VIP Coordinator is responsible for supporting and managing VIPs (Volunteers, Interns and Placement students) through recruitment, induction, training and continuous professional development. The role will support ongoing improvements to ensure we have a team best equipped and supported to ensure People Know How continues to deliver the most productive and impactful difference to communities aligned to the strategy vision, mission and values. This role includes developing positive collaborative relationships with all stakeholders.

Key responsibilities

- Putting VIPs at the forefront of the organisation to ensure we have the best team to support People Know How's services
- Working closely with Service Managers and their teams to arrange roles and support for VIPs
- Carrying out the recruitment process for new VIPs, working closely with the Communications & Digital team to advertise roles
- Assisting the VIP Manager and Communications & Digital Team with the promotion of People Know How's volunteering, internship and placement opportunities through publicity strategies and campaigns.
- Ensuring all VIP records are kept up to date and in line with GDPR
- Offering advice, information and support to VIPs to support them through their role and beyond
- Carrying out a support and supervision plan for each VIP in the form of an A-Plan
- Inducting all VIPs to the organisation
- Assisting the VIP Manager in monitoring and evaluation activities and contributing to reports for funders and trustees, as well as case studies for Communications & Digital
- Celebrating volunteering by nominating volunteers for awards
- Assisting the VIP Manager with the organisation of VIP celebration events
- Developing relationships and networks based on shared values

Additional responsibilities or deliverables

- Keeping up to date with legislation and policy related to volunteering and make any necessary modifications to accommodate change
- Working with the wider People Know How team to ensure the best support for VIPs
- Carrying out any other similar and appropriate duties as required by your line manager or by People Know How

Behaviours

- Put VIPs at the centre of People Know How
- Supportive, and able to encourage others
- Friendly and able to create and maintain relationships



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- Promotion of People Know How's mission, vision and values and in social innovation more broadly
- Innovative and open to new ideas and projects
- Desire to learn new things and meet new challenges
- Positive 'can-do' attitude

Person specification: essential

- A Protection of Vulnerable Groups check will be required
- Strong written and verbal communication skills
- Excellent time management skills and ability to multi-task and prioritise work
- Attention to detail and problem-solving skills
- Proficient in using Microsoft Office suite applications including Word, Excel, Outlook and PowerPoint
- Strong planning, organisational and administrative skills
- Ability to coordinate a group with diverse communication styles
- Flexible and able to adapt to the changing needs of the organisation
- Able to manage difficult conversations
- Experience in coordinating volunteers
- An understanding of the environment in which voluntary organisations operate
- Understanding of Data Protection
- Familiarity with the PVG scheme

Person specification: desirable

- Some experience in coordinating internships and/or placements students
- An understanding of operational and strategic planning
- Driving license and access to vehicle



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