

People Experience Manager

[V1 January 2026]

Job Level	BRC L5 / KF17	Kornferry Function	
Directorate	ISD	Function/Service	People Services> Internal Engagement and Experience
Direct Reports	1	Indirect Reports	

The Leadership and Management of our people is critical to us as an organisation.

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. This [framework](#), along with our [Values in Action](#) and [Fundamental Principles](#), helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about this [here](#)

Purpose	<p>This role is all about making the British Red Cross feel better for everyone. This role focuses on listening to our people, understanding what they need, and turning those insights into practical improvements. It's about creating a positive experience at every stage of the journey—whether that's onboarding, day-to-day work, or big changes. By shaping activities, events, and processes that put people first, this role helps build a workplace where employees feel valued, connected, and proud to be part of the organisation.</p> <p>Your role is to provide expertise across BRC teams, to influence, guide and design journeys for the best possible experience of our people. You will achieve this through coaching and advice, applying co-production principles and embedding access and equity into the heart of user needs, to deliver inclusive solutions which span multiple teams or user groups.</p> <p>As a manager, you'll create the conditions for staff to flourish, by empowering and enabling them to deliver and be part of a wider team that is continually learning, reflecting and seeking to be 'best in class' as designers and guardians of our people experience.</p>		
Budgetary responsibility/ accountability	No	Accountability for other resources	No
Key Responsibilities	<p>Delivering strategic employee experience and improvement initiatives</p> <ul style="list-style-type: none"> • Be a guardian of our employee experience, defining our quality standards and aspirations to be <i>best in class</i> • Define, share and embed our employee value proposition. • Ensure that new products and processes are fit for purpose and are cost effective options for the organisation. • Make use of AI to introduce quick win improvements to our people's journeys. • Working across the People Team, particularly with the EDI team and People Partners and Strategic People Leads, as well as wider internal partners to identify strategic challenges or opportunities 		

- Ensure our products adapt to reflect the changing business and employee needs, through a process of iteration or re-design
- Responsive to organisational emergencies, dynamic reprioritisation of activity to deliver critical business needs

Leading our listening and employee voice strategy

- Develop and implement our listening strategy
- Lead on our employee surveys twice a year, project managing the process and leading on analysis of the results
- Run feedback sessions to understand what matters most.
- Spot trends and share insights with leaders to guide decisions.
- Create simple ways for employees to share ideas and concerns.
- Work with People Partners and Strategic Leads to influence real action and visible change.
- Champion our people's voice and identify opportunities to take action to support our organisation strategy

Developing and delivering engagement activities that contribute to our culture

- Design and test events and initiatives that drive our culture, a sense of belonging and that bring people together.
- Help plan activities that build community and connection in a hybrid world.
- Encourage employee advocacy and involvement in campaigns.
- Make engagement fun, inclusive, and relevant.
- Use data and insight to track success of engagement activities

Stakeholder engagement and partnerships

- Develop and maintain strong, collaborative relationships across the People Team and the Volunteering Team
- Work together to share ideas and set priorities, identify opportunities for improvement
- Draw on strategic partnerships internally and externally, including with the wider Red Cross / Red Crescent Movement,
- Build relationships with colleagues across the directorate to identify opportunities for collaboration and shared learning
- Insight is shared widely with key stakeholders to encourage greater awareness of user needs, motivations and the wider employee experience landscape
- Effectively manage support requests and facilitate the sharing of knowledge and best practices

Leading others

- Working closely with the Head of People Engagement and Experience to monitor, review and report on expenditure and performance versus budgets
- Manage and support People Experience Officer
- Play an active leadership role across the People Experience and Engagement Team contributing to effective communication, offering support and encouragement beyond line management responsibilities, promoting

	<p>collaboration, celebrating success, and fostering a culture of continuous improvement</p> <ul style="list-style-type: none"> Identify and share best practice across the wider team <p><i>The responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.</i></p>
Knowledge & Skills <i>*Essential</i>	<ul style="list-style-type: none"> Planning: You can manage multiple complex projects and stakeholders Focus: You can strategically prioritise work, and know where best to focus your talent and time to maximise value for BRC Innovation: You have a passion for inclusive design thinking and can use the tools and techniques to shape great solutions for all Relationships: You are a collaborator and build positive relationships with colleagues to achieve your goals or shared goals. Communication: You communicate in a clear and engaging way, keeping people informed in the right way at the right time. You listen as much as speak and can make the complex easy to understand Growth mindset: You have a thirst for knowledge, proactively investing in your self-development and performance improvement
Experience <i>*Essential</i>	<ul style="list-style-type: none"> Delivering complex programmes: You have experience of managing competing priorities and changing requirements, from ideation through to continuous improvement Listening and voice: you have proven experience in running people listening and voice strategies. Human centred design and innovation: You have a proven record of co-production, designing and delivering person-centred propositions Access and equity: You are a passionate advocate, designing in accessibility, influencing change and upskilling colleagues to play their part in delivery equity for users Audience insight: You have experience of using audience data and insight (behavioural, motivational, and geo-demographic) to maximise user journeys and engagement and drive decision making Collaboration through change: You have experience of working across teams to support others to achieve their objectives as well as to drive change and new ways of working Managing a team: You have experience as a people manager, providing leadership, direction and supporting your staff's wellbeing Stakeholder management: You have experience of engaging, advising and negotiating with stakeholders at all levels of an organisation
Additional requirements	<ul style="list-style-type: none"> Ensures inclusive practice and promotes equity Ability/ willingness to occasionally work outside of normal office hours Ability/ willingness to travel and/or use technology to engage stakeholders

Pre Engagement Checks	
Highlight bold as required	
DBS- England & Wales	Adult/ Child/ Adult & Child Workforce/None
PVG- Scotland	Adult/ Child/ Adult & Child/ None
Access NI- Northern Ireland	Vulnerable Adult/ Child/ Vulnerable Adult & Child/None
Driver Check	Yes/No (if intending on driving)
International Roles Only	
International Police Check	Yes/No
International Driving Licence for manual cars	Yes/No

Role Reference		Review Date	
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We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.