

JOB DESCRIPTION & ROLE PROFILE

**Social Value and
Engagement Coordinator**

Marketing

Social Value and Engagement Coordinator

REPORTS TO: Marketing Manager

DIRECT REPORTS: N/A

Part-time, 22.5 hours per week, permanent

JOB PURPOSE

The Social Value Coordinator will ensure the successful planning, delivery, promotion and monitoring of Liverpool Experience Campus' social value plan. Working across departments and with external partners, the postholder will coordinate activity, measure impact, drive forward the community pillar, and support the communication of social value achievements through engaging internal and external storytelling.

MAIN DUTIES AND RESPONSIBILITIES

- Work effectively with colleagues to coordinate and deliver social value commitments in line with the social value plan, identifying opportunities to promote activities and outcomes internally and externally.
- Responsible for the collation, manipulation, and reporting of data to enable the assessment of performance against social value targets, using National TOMs Framework and the Social Value Portal as key tools.
- Develop new and strengthen existing relationships with community groups and charities, acting as a project ambassador in the community, raising awareness of activity in the social value plan and identifying opportunities to showcase the positive impact of partnerships through case studies, testimonials and other communications.
- Support the Director of Marketing & Comms to coordinate social value working group meetings including developing agendas, documentation, keeping the social value plan up to date, and communicating key updates and achievements to relevant stakeholders.
- Lead on the development of the annual social value plan, including writing and coordinating images and managing the design process.
- Support the Marketing Manager to manage and administer the community foundation fund, including promoting funding opportunities, coordinating impact reporting and developing content that highlights funded projects and outcomes.
- Establish and maintain positive working relationships with key stakeholders and community groups, acting as a key point of contact and champion for Liverpool Experience Campus' social value ambitions.

- Work with supply chain partners to develop social value action plans and support the delivery of these on the project.
- Work alongside Liverpool Experience Campus' procurement team to understand our wider social value impact, finding ways of measuring impact through our supply chain and supporting the communication of achievements and success stories.
- Identify and attend appropriate city-wide forums to further Liverpool Experience Campus' social value objectives, promoting organisational activity and identifying opportunities for collaboration and profile raising.
- Develop and deliver a plan to engage Liverpool Experience Campus staff on the social value journey, working closely with the PR & Internal Communications Manager to increase awareness, participation and understanding of social value initiatives and their impact.
- Attend internal sub-group meetings such as the sustainability forum, well-being and engagement forum and Charity Champs.
- Work in conjunction with the People team to co-ordinate the staff volunteering programme, working with charitable organisations to develop suitable opportunities and promoting participation through engaging communications and storytelling.
- Plan and coordinate the Accessibility Forum and annual Event Legacy Workshop in partnership with external stakeholders. Develop agendas, identify key guest speakers aligned to the forums agenda and keep meeting documentation up to date.
- Actively participate and contribute to the Accessibility Forum.
- Assist the Director of Operations and Venue Management in the constant evolution of the Liverpool Experience Campus accessibility strategy
- Liaise with the People Team to capture deliverables from Liverpool Experience Campus' ED&I strategy which feed into the overall social value initiative, and support the promotion of associated activities and achievements.

GENERAL

- To contribute to the success of our One Team culture to deliver our aims and objectives, maintaining a flexible and positive attitude.
- To role model Liverpool Experience Campus' values: One Big Team, Take The Initiative, All Welcome and Every Moment Matters - by demonstrating collaboration, proactive problem solving, inclusivity and a commitment to delivering exceptional experiences in every interaction.
- To embed these values into decision making and behaviours, contributing to an inclusive and high performing culture across the campus.
- To adhere to Liverpool Experience Campus' Health and Safety policies and procedures and to observe a duty of care to all visitors, staff and contractors to Liverpool Experience Campus
- To undertake any other duty commensurate with this post as determined by your manager.
- This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

- It is inevitable over time that the emphasis of this job will change, therefore this information will be periodically reviewed, revised and updated involving the post holder.

ATTRIBUTES	DESCRIPTION	ESSENTIAL/ DESIRABLE	HOW MEASURED
TRAINING & QUALIFICATIONS	Qualified to degree level or equivalent experience in Marketing, community engagement, social value, CSR, sustainability or a related discipline.	Essential	A A and I
EXPERIENCE	- Significant experience within a community engagement, social value, CSR role or stakeholder engagement role. - Experience of coordinating meetings, forums, projects and stakeholder engagement activities. - Experience of building and maintaining positive relationships with community groups, charities, partners and other stakeholders. - Experience of working with data, KPIs and reporting. - Experience of internal and/or external communications, stakeholder engagement or campaign delivery. - Experience of using social media to build profile and relationships. - Demonstrable experience of copywriting, proofreading and managing development of reports. - Significant experience of managing and engaging high level stakeholders. - Experience of working with National TOMs Framework and Social Value Portal.	Essential Essential Essential Essential Essential Essential Desirable	A and I

SKILLS & KNOWLEDGE	• Passionate about community impact and understanding how effective engagement can deliver positive outcomes for people and communities. • Advanced communication skills with the ability to tailor these to suit different audiences. • Excellent written and verbal communication skills and ability to use Microsoft office work, excel and power point. • Excellent people skills with the ability to establish good professional relationships. • Ability to work within a team. • Highly developed ability to multi-task high level tasks and projects. • Developed understanding of digital applications. • Ability to work collaboratively across multiple teams and departments. Commitment to equality, diversity, inclusion and accessibility principles.	Essential Essential Essential Essential Essential Essential Essential Essential	A and I
KEY ATTRIBUTES	The ideal candidate is: • Highly motivated, organised and achievement focussed. • Able to work under their own initiative and be creative. • Willing to work flexibly to meet the needs of the project and the communities it serves. • Pragmatic and thorough, with good attention to detail. • Able to influence and enjoy engaging with internal & external stakeholders with confidence. • Enthusiastic about working with others to reach a common goal and enjoy working with different teams.	Essential	A and I

Key for How Measured:
I - Interview

P - Presentation

A - Application

E - Exercise

T - Test

AC - Assessment Centre

CS - Case Study

Signed by Employee:

Date:

Signed by Line Manager

Date