

## Job description: Community Engagement Lead

<b>Job title</b>	<b>Community Engagement Lead</b>	<b>Department</b>	<b>Emerging Futures Directorate</b>
<b>Reports to (job title)</b>	<b>Associate Director Regional Team</b>	<b>Section</b>	<b>Regional Team</b>
<b>Name of Line Manager</b>	<b>Victoria Hughes</b>	<b>Location</b>	<b>Homestead Park</b>
<b>Date</b>	<b>April 2024</b>	<b>Salary</b>	<b>£35,744.80</b>

We operate a flexible home-office policy but we are looking for individuals who are based in or around York and expect them to spend the majority of their time working in Homestead Park or with community groups in the surrounding area. The role may involve infrequent 'out of hours' working e.g. weekends, evenings but we expect this to be minimal.

We offer supportive and flexible working arrangements including job shares or part-time working. If you feel that you're the right person for this role, or part of it, but would like to discuss alternative working arrangements then please get in touch, we'd love to hear from you.

### 1. Purpose of job

Within this newly created role as Community Engagement Lead you'll be responsible for working alongside communities to develop a vibrant programme of activities for the Homestead Park and Pavilion. Working closely with the new Head of Homestead Park, you'll be instrumental in helping us to develop these incredible assets, growing the park's horticultural beauty, fostering biodiversity and creating a vibrant and inclusive community space for communities now and for generations to come.

This role offers an exciting chance to make a real impact and contribute to the sustainability and well-being of the local environment and community in York.

### 2. Job context

The Park was originally gifted to the people of York in 1904 by social reformer Seebohm Rowntree (son of Joseph Rowntree) and is now maintained and developed by Joseph Rowntree Foundation (JRF).

In his poverty mapping of York, Seebohm highlighted the need for green spaces which were free to access for all and he gifted the Homestead Park to the people of York, so all individuals, regardless of class or income could enjoy time in nature. As the Community Engagement Lead, you'll have the opportunity to honour this legacy by

fostering a welcoming and inclusive environment that promotes nature-based well-being for everyone in York's communities.

While the environmental challenges we face today may not have been foreseen by individuals like Seebohm in the past, we now have a clearer understanding of the urgent need for action to address climate change, biodiversity loss and environmental degradation.

As the Community Engagement Lead, you will play a vital role in developing community based activities which focus on the climate crisis, the promotion of biodiversity and revitalise the concept of 'Homesteading'. You'll focus on bringing this mission to life by co-creating a programme of activities with local communities which promote personal and collective well-being and contribute to York's sustainable and equitable future.

As the steward of Seebohm Rowntree's vision, you will play a pivotal role in ensuring that our work on our home soil supports JRF's mission, '***to speed up and support the transition to a more equitable and just future, free from poverty in which people and planet can flourish***'.

Seebohm also gifted a Pavilion building which is situated alongside the park for the use of community groups. Until recently, the space has been used by JRF staff as part of their offices, however we are keen to now reinstate the Pavilion in line with its original purpose and bring this asset back to community use. Last summer, we carried out a consultation with communities across York to 're-imagine' the future of Homestead Park. **The findings of [this report](#), as well as ongoing public consultation will inform the work undertaken in this role.** [Homestead – Social Vision \(social-vision.org.uk\)](https://www.homestead-social-vision.org.uk)

You will work very closely with the Head of Homestead Park, who will be responsible for the overall leadership and direction of the Park.

This job will sit within JRF reporting directly to Victoria Hughes, the Associate Director for our work in York and the Region, within the [Emerging Futures](#) Directorate. Ideally, you will have an interest in our broader work within the Emerging Futures programme and feel aligned with the direction of this work.

### **3. Main responsibilities:**

As the Community Engagement Lead, you'll work with communities to design, develop and deliver an exciting and vibrant programme of events and activities within Homestead Park and Pavilion.

## Key Responsibilities:

1. **Your key role will be to work with communities to develop a park programme which supports the Homestead Park and Pavilion to become a flourishing community hub - the beating heart and green lungs of the city - where people of all ages come to connect with each other and nature.** It is important that this programme is:
  - 1.1. **Co-created with communities.** You will work with local communities to understand their needs, desires, and concerns regarding the development of the Homestead Park to co-create a long term Park plan and community programme of events and activities. You will develop plans to regularly hear from a wide range of voices who will support the development of the plan. The new Head of Homestead Park will be developing a 5-10 year plan for the Park, you will work closely with them to develop the Community Engagement Strand of this plan. You will develop a programme of events for 2025 in the Park and Pavilion which commemorates the centenary of Joseph Rowntree's death.
  - 1.2. **Focused on environmental sustainability, biodiversity and climate action.** You will have a passion for supporting our climate and you'll work with communities to support the stewardship of the park to embrace biodiversity. We're interested in exploring how we can draw on the principles of 'Homesteading' to demonstrate how communities can live in harmony with nature while nurturing vibrant and inclusive public spaces for generations to come. This could include activities such as urban food growing, craft activities, cooking and eating together with story-telling, creative writing and play.
  - 1.3. **Inclusive, accessible and welcoming:** You will advocate for inclusivity and accessibility in all aspects of park development, ensuring that Homestead Park is a vibrant, inviting space which is accessible, inclusive and welcoming to all. You'll understand what the barriers are for those who may wish to use the Park but are not currently doing so, and open up opportunities for involvement and engagement.
2. **Developing the Pavilion as a community space:** You will support the interim and long term design, development and use of the Homestead Pavilion. You will develop the space into a key community hub for York, enabling community groups opportunities to come together to connect with themselves, each other and nature. You will manage all bookings and onboarding of community groups into the Pavilion, which may require some evening/weekend working. You will manage and oversee the implementation of a pilot programme at the Homestead Park and Pavilion.

- 3. Communication and Outreach:** You'll effectively communicate Park plans, updates, and opportunities for community involvement through various channels, including social media, newsletters, press releases, public meetings, and outreach events. Fostering transparency and dialogue to ensure community buy-in. This will include engagement with community groups across the City.

#### 4. Knowledge, experience and training

**Essential criteria. A= assessment at Application and I= assessment at Interview**

<u>Criteria</u>	<u>How assessed</u>
You are invested in the city of York's people and places	A
A genuine passion for community engagement, placemaking, and creating inclusive spaces	A, I
Strong interpersonal and communication skills, with the ability to connect with diverse stakeholders and build consensus around shared goals	A, I
An interest in and sense of alignment with our broader work within the Emerging Futures Programme (the Directorate within which this role sits)	A, I
A strong commitment to climate action and climate justice and how this links with social justice and nature-based wellbeing	A, I
A fun 'can do' attitude	I
Experience in project management, event planning, or community development, preferably in a park or public space context	A, I
Knowledge of environmental sustainability principles and a commitment to integrating them into park design	A, I
Creativity, adaptability, and a collaborative mindset to navigate complex community dynamics and challenges	I
A willingness to embrace innovation and explore new approaches to community engagement and park management	A, I

**Desirable criteria. A= assessment at Application and I= assessment at Interview**

<b><u>Criteria</u></b>	<b><u>How assessed</u></b>
Communications experience (web/content/social media creation)	A, I
Experience managing space, facilities, risk and safeguarding	A, I
Knowledge of community wealth building	I
Confident in the co-ordination and production of small and large scale events	A, I
Proven track record of seeding and sustaining projects	A, I
Co-ordination skills to support large scale developments	A, I

If you are enthusiastic about making a positive impact in your community and contributing to the evolution of Homestead Park as a vibrant and sustainable hub for all, we encourage you to apply for this exciting opportunity.

## **5. Impact on resources**

You will have responsibility for the management of a Park Programme budget to support activities within the Park and Pavilion.

The Community Engagement Lead will be responsible for supporting up to 40 community groups through onboarding, safeguarding and sustainability, and will have a budget to support this.

## **6. Values and Behaviours**

The postholder will be expected to actively fulfill and demonstrate JRF's values and behaviours. These are:

### **We are built on trust**

We demonstrate this by:

- **Acting with integrity** – doing the right thing in the right way, delivering on promises and being open to challenge.
- **Always improving** – making positive suggestions to improve our services and our work, embracing change and encouraging others to do the same, and learning from mistakes, sharing that learning and making changes.

- **Communicating well** – giving others relevant information in a confident and knowledgeable way, updating people when required and listening carefully.

### **We show we care**

We demonstrate this by:

- **Being supportive** – looking after the health and wellbeing of yourself and others, showing people you care through your actions and being supportive and offering advice, or connecting people to places where they can access it.
- **Being Inclusive** – treating everyone fairly so everyone feels welcome and valued, and challenging discrimination and unfairness when I see it - in others and myself.
- **Showing respect** – treating others with kindness and respect, seeking feedback and receiving it openly, and apologising when you make a mistake.

### **We make a difference**

We demonstrate this by:

- **Working together** – being reliable and completing my own work, providing positive and constructive feedback, and working well with others, both within your team and in other teams.
- **Outcomes focused** – by focusing my time and energy on an agreed outcome, playing my part in measuring progress, and when considering issues and problems, coming up with solutions.
- **Resourceful** – by making the most of the resources available, respecting people's time and anticipating problems and thinking creatively to solve problems.