

**Job title:** Community Engagement Lead

**Job family:** Engagement, Learning and Entertainment

**Job ref:** ~~HR to advise~~

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## Job family definition

Roles within the Engagement, Learning and Entertainment job family focus upon the Eden experience, providing activities, learning programmes, encounters and events, which engage, inspire and entertain, thus enhancing individuals understanding, experience, skills and enjoyment.

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## Role purpose

Eden Project is an educational charity with a unique community outreach programme with UK wide reach demonstrating engagement, positive action for people and planet and the creation of real social capital on a mass scale. The post holder will co-lead the community engagement and development of participation in activities for the Big Lunch programme, building skills and confidence in community action. Building a variety of entry points for Big Lunch Organisers to join the peer-to-peer Network across the UK, the role holder will provide support, signposting and networking opportunities for participants as they develop their own ideas.

This role is about increasing audience engagement and participation year-round, building awareness, participation and engagement in The Big Lunch and in community-based change linked to our mission around nature connection and planet positive behaviours. You will also help establish The Big Lunch as a fundraising opportunity and the Eden Project as a potential recipient of funds raised. The post holder will build connections for those who take part in The Big Lunch through online and in person events, defining and developing different audience engagement and support models that will work within the context of the places where people live or of relevance to the stages they are at on their journey. This includes raising awareness, developing activity, networks and convening spaces with a view to encouraging the people involved to sustain activity.

## Key accountabilities

1. Grow participation in all elements of The Big Lunch, the Month of Community and the informal Network surrounding these initiatives. Design and shape the overall content and approach of both virtual and in person events and activities. Recruit new participants to join in with The Big Lunch and Month of Community and support all participants via a mixture of in-person and online activities that aim to strengthen The Big Lunch network and ensure those involved benefit from it.
2. Lead the work with new and established participants to encourage and enable them to take small steps into further community action and nature connection, providing opportunities that support people to build their skills and confidence and enable them to engage with one another and community resources available to them. Provide easy signposting for participants to relevant organisations, projects, initiatives and funders that can support people at different stages of community activism and within their different interests.

3. The Post holder will co-ordinate the UK-wide online events/offer ensuring that all participants have access to peer support, inspirational content and information, sustaining this network of like-minded individuals working with them to develop their skills ad confidence. Facilitate both online and face to face events and activities to support wider audience engagement within a small budget with sign off from your Line Manager for expenditure, agreeing resource needs to meet participants needs.
4. Working with Partnerships and PR colleagues positively manage our relationship with identified partners that support the growth of The Big Lunch and Month of Community network to increase engagement levels. Where appropriate, co-create events and activities that ensure partnerships are mutually beneficial and sustainable.
5. Work with the Research Manager to help evaluate the Network and the events series feeding into the wider programme. Identify case stories and work hand in hand with research and PR colleagues to build good working relationships with case studies and a good understanding of other relevant information to demonstrate impact and reach to partners and funders and to inspire and encourage others into community action. Work with partners and participants to support them to share their story and ensure visibility of positive action taken in communities and for nature, to encourage others to join in.
6. Reporting to the Head of Communities and working together with the other Community Engagement Lead to co-design shared objectives and a team action plan that meets the needs of participants and increases year-round engagement following The Big Lunch.

**Demands of the role**

<b>Education &amp; qualifications</b>	Educated A-level or equivalent with excellent communication and people engagement skills. Full clean driving license required for regular travel across the UK
<b>Knowledge &amp; skills</b>	Several years' experience in community development and organising events and experiences. Experience of working in the community sector or on developing networks essential. A strategic thinker with strong relationship building and networking skills. Experience of delivering projects and developing content materials highly desirable. Excellent communication and IT skills including confidence across social media and online delivery platforms such as Zoom, Teams, Streamyard etc experience with CRM systems and Canva desirable.
<b>Decision-making</b>	The post will require a significant amount of lone working, and whilst connected to a team and supported by a Line Manager, the post holder will need to be able to think strategically to drive the development of and implementation of the engagement and support model across the UK, factoring in local context and needs. Working to medium term objectives where decisions made will impact within a few weeks/months and will influence the programme development.
<b>Resourcefulness</b>	This role requires a high level of innovation, strategic thinking and creativity. Adaptive thinking is key to maximizing opportunities and ensuring delivery against outcomes. The post holder will review the most appropriate channels and platforms required to support participants and the network and develop a format that works in a local context and fits needs. Working with the network so that it can be sustained will require the trialing of different approaches and applying the learning from these in a short space of time.
<b>People &amp; asset management</b>	No Line management but strong co working, team working and relationship building skills and likely to manage a number of volunteers at Events. Responsible for assets, resources and budget recommendations to line manager. Responsible for the safety and protection of participants involved in the programme at events and for the maintenance and security of personal data relating to participants.
<b>Communication &amp; visitor experience</b>	Highly developed communications, tact, strength of personality and strong team working and relationship building skills are integral to this role. The post holder must be experienced in formulating, articulating and communicating to people at all levels from partners, local councils and local organisations to the considerate handling of individuals in local communities. Confident public speaker and facilitator.
<b>Operational environment</b>	This role will require lone working and is home based. Work with communities can be outside of usual hours including weekend and evening work and UK based travel. The role forms part of a hardworking, fun and passionate team spread across the UK, with offices at the Eden Project in Cornwall. All home-based roles will need the role holder to ensure they have a suitable space to work effectively in. There may also be some long - distance travel and overnight stays required to deliver this role, therefore a full clean driving license is essential.
<b>Additional features</b>	Driven and ambitious, with enthusiasm and gravitas. Ability to connect and engage people and encourage participation.