



Job Description

Post	Senior Manager: Community Engagement
Reports to	Head of Communications & Marketing
Responsible for	Community Engagement, Community Development
Hours per week	35 hours per week, with occasional evening and weekend work.
Type of contract	Permanent
Location	1 Thorpe Close, London, W10 5XL
Salary	£56,160 per annum.

The Westway Trust is a unique charity that stewards the resources of 23 acres of space under the Westway A40. In 2019, a local community campaign ensured that the Board of the Trust is led by local people and the Westway Trust now works together with the local community to enable North Kensington to thrive.

In 2021, a new CEO was appointed, and a new plan was created for the organisation. This plan set a new vision, mission and values and the Trust now has a clear transformation programme to achieve social, environmental, and economic wellbeing and justice. Our leadership team is testament to our values as we strive for excellence and to deliver our ambition, we work with a full range of stakeholders including around 80 Member Organisations. You can see the organisations plan at:

www.westway.org/about-us/horizon-plan/

The estate is home to more than three acres of public green space, 120 tenants including more than 20 charities and non-profit organisations, two sports and fitness facilities, 48 light industrial units, 4 car parks, 34 offices, 32 shops, and an Olympic-registered skate park.

We already receive more than one million visitors each year to the estate, and we want to expand the community, cultural, retail, sporting, and enterprise opportunities here together with improvements to the public realm so that it is a place the tenants and community is proud of, and even more visitors can enjoy.

Job purpose

The purpose of this post is to drive work to ensure we are strengthening and developing the Trust's position within the North Kensington community. To ensure that we are doing as much as we can to engage with, support and involve the community in all that we do. To work with the communications team to ensure we are communicating the many opportunities we do and will offer for the community to engage with us.

We want this role to engage with our commercial tenants and encourage them to deliver social impacts as part of their relationship with us.

You will contribute as requested to fundraising bids to expand our community programmes and capacity building.

You will work closely with your team and the full range of staff teams at the Trust to meet your goals.

Principal accountabilities

The list below outlines the principal duties and tasks related to this role. This list is not intended to cover every responsibility as by the nature of this role, the Senior Manager: Community Engagement will be expected to take ownership of the areas of accountability below, and to develop it in line with the needs of the department and the Trust.

- To take responsibility for the development and delivery of the Trust's community engagement activity.
- To take responsibility for the delivery of impact management in relation to the Trust's Theory of Change (as outlined in our Horizon Plan at www.westway.org/horizonplan).
- To be responsible for building and managing strategic partnerships.
- To be responsible for the impact measurement of the Trust's engagement and consultation activities.
- To engage with agreed tenants and put in place mechanisms and reporting to capture their social impact.
- To build and support a diverse range of Community Forums and Networks and ensure they are linked to the development work of the Trust.
- To ensure other pathways are in place to 'listen to' community voices.
- To ensure other pathways are in place for the community to engage with the Trust in line with our Community Centring ethos.
- To play an active part in delivering a Trust-wide Stakeholder Engagement Plan, including with responsibility for Member Organisations.
- To work with colleagues inside the Trust and externally on the development and innovation of grant making, capacity building, health, social justice and anti-racism.
- To be part of the Trusts effort in driving innovation, including engaging with the balance between social and commercial returns.
- To engage with the Board of the African Caribbean Cultural Centre, in line with Trust policy.
- To engage with the Steering Group of Bay 20 (or the equivalent), in line with Trust policy.
- To be responsible for the programming and operation of 2 Thorpe Close community meeting space.
- To line manage a team of staff.
- To attend Executive Team as requested, Committees as required and provide reports and papers for Committees, line manager and the Board as required.
- To carry out any other duties as may be reasonably required.

Person specification

You will need to have the right blend and balance of strategic, communication, innovation and people skills. You will have experience of supporting and enhancing the lives of people in the local community. You will be an energetic and enthusiastic individual with a commitment to the value of participative community engagement. You will be comfortable in connecting with the wider community, able to listen and gather the views of local people and feed these back into the direction, work and decisions of the Trust.

Essential Experience, Skills and Attributes:

- Significant and successful experience of operating as a senior charity manager.
- A track record of working collaboratively with partners and stakeholders to develop successful partnerships and achieve joint success against shared objectives.
- Significant experience of community engagement and an ability to balance a range of competing or sometimes contradictory views to arrive at an appropriate compromise position.
- Strong written and verbal communication skills, with the ability to give compelling presentations to a range of audiences.
- The ability to plan and prioritise workloads and work accurately to deadlines.
- The ability to be flexible and adaptable in response to developing priorities.
- The ability to be innovative and creative in order to arrive at practical solutions to sometimes complex issues.
- Experience of managing staff and supporting their development.
- Experience of managing resources and budgets.
- Strong interpersonal skills for both workplace and external representation contexts, operating with enthusiasm, flexibility, energy and commitment.
- A good level of IT proficiency.
- Demonstrable commitment to continuing professional development.
- Resilience, empathy, enthusiasm and determination to achieve results.

- Demonstrable understanding of commitment to, anti-racism and promotion of equality of opportunities, diversity and inclusion.

Desirable Experience, Skills and Attributes:

A good understanding of the local area.

The ideal candidate will demonstrate the Trust's Values — Courage, Equity, Integrity, Openness and Sustainability — at all times in their work and behaviours.