

Job Description

Job title: Community Manager, Good Growth Hub (Maternity cover)

Hours: Full-time (35 hours per week)

Contract: Fixed term, 12-month maternity cover contract

Reporting to: Senior Programme Manager

Salary band: £33,770 - £40,184 (depending on experience)

We're looking for a Community Manager (Maternity Cover) to join our Employment and Skills team and lead on developing and delivering our community building strategy for the Good Growth Hub

About Us

The **Good Growth Hub** (GGH) is a skills, employment and training hub based at Hackney Bridge on Queen Elizabeth Olympic Park (QEOP). The GGH brings together people and businesses in east London to offer career opportunities, training, and skills to 18- to 30-year-olds in our community, and fresh new talent to local businesses.

The space is part of the **London Legacy Development Corporation** (LLDC)'s plan to make sure businesses are tapping into local talent. A New Direction has been appointed by the LLDC to manage the space and bring this initiative to life for both young people and employers.

A New Direction is an award-winning non-profit organisation working to enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential.

We're a small, tight knit organisation who pride ourselves on our open and supportive working culture. We aim to provide a positive and welcoming working environment where all staff can bring their whole selves to work. A New Direction is committed to equal opportunities and values diversity in its workforce.

[Find out more about the GGH and A New Direction here](#)

About the Role

The Community Manager is responsible for developing and growing the Good Growth Hub (GGH) network through a strategic outreach and engagement plan that will support the activation of the GGH space and shape the delivery of the annual GGH programme. The programme includes the Shared Training and Employment Programme (STEP), the Creative and Cultural Opportunity Programme, Careers advice, guidance, and coaching (Creative Connect), alumni activity and other GGH projects.

This role bridges communications and social activity with direct outreach and engagement enabling our work to meaningfully engage with local communities. We are therefore searching for an individual who can speak and present clearly and confidently on behalf of the programme's aims and objectives.

The post will be ideal for an individual who has connections and partnerships locally and/or who has the ability and interest to build long-lasting relationships. The role will ensure that outreach and alumni activity build on the work to date within the team and connects overtly with the systems and procedures so that the focus of the work is not delivered in isolation.

Tasks will involve recruitment and outreach planning and delivery (together with colleagues) and ensuring progression for GGH users on to dedicated alumni offer including industry mentoring, networking and continued one to one support and other related activity that will support and drive continued learning, connection-making, awareness raising and other.

The role sits within A New Direction's Employment and Skills team, working alongside a Marketing and Engagement Manager who together with the Senior Programme Manager for the GGH will have oversight of our community building strategy for the Hub. The Community Manager role has line management responsibilities providing direction and support for the outreach of associated programme delivery.

You will be highly organised, a clear communicator and enjoy working within teams. You will have interest and appetite for problem solving and working in complex environments. You will be actively interested in creating a contribution to how the skills and employment landscape can be shaped according to the needs of local young people and employers.

Key Responsibilities

GGH Network Building

- To create, develop and manage a GGH network building strategy focused on building authentic partnerships with key stakeholders: local employers, community partners and residents. The strategy will focus on developing relationships with these groups, collecting data to support GGH design and delivery and establish a network of key stakeholders committed to the GGH vision and mission.
- To report on the strategy's development to key stakeholders including LLDC (London Legacy Development Corporation) and GGH Boards.

Community Partners

- Develop new and existing relationships with community of referral partners, job centre work coaches, youth sector organisations, local boroughs, charities and networks to explore opportunities for collaboration in the design and delivery of GGH programme and support referrals onto GGH programme activity.
- Work with local community partners to develop a deeper understanding of skills and employment needs locally to inform and support GGH programming.
- Work with the Marketing and Engagement Manager to create an outreach plan that targets anchor organisations who we can collaborate with to reach local talent

- Undertake location-specific community building campaigns for priority east London boroughs (Hackney, Newham, Tower Hamlets and Waltham Forest)
Work with local partners to develop strong referral networks and partnerships in order to reach local residents interested in GGH offer and support ambitions to reach deeper into local communities.

Local Residents

- Work closely with the Marketing and Engagement Manger to develop an active strategy that connects, communicates, and builds relationships with local residents
- Work closely with GGH team to input and support recruitment plan for GGH offer. To support the delivery of recruitment plan.

Employers

- Work closely with the GGH team to establish a clear employer offer to engage key employer partners in GGH programme activity.
- Develop and manage relationships with employer partners to ensure clear lines of communication between employers and the GGH. Support employers to establish buy-in within their organisations and develop a plan of engagement with the GGH programme.
- Connect employers with relevant GGH programme managers, maintain relationships throughout the process to ensure new opportunities are being communicated and needs are being met

Space activation and Curation

- Work with local partners and GGH team to design and curate activity in line with aims and objectives of GGH network building Strategy.
- To actively work programmatically with alumni and community partners to hold events and programmatic activity that supports GGH related goals.
- To work with Facilities Manager to ensure that space is welcoming and responsive to needs of beneficiaries.
- To work with the Marketing and Engagement Manager to ensure that the GGH space is clear communicated as being open and available to community partners, employers, and local young people for use as a resource.

Access and Inclusion:

- Work closely with the GGH team to establish a clear community offer that engages local community partners in GGH activity to ensure that local young people aged 18-30 are engaged with across the local boroughs.
- Develop and manage relationships with community partners to ensure the GGH is clearly communicated with and from.
- Using intel and insights from discussions with community partners you will inform co-design process for GGH programme design and delivery and support any relevant co-design activity.
- Support Managers to design and develop accessible processes, contributing to and keeping up to date with access and inclusion best practice, and ensuring that reasonable adjustments are acted upon and considered.

This is a description of the job as currently presented, the role responsibilities are subject to change through scheduled review and discussion with the person in post.

Person specification

We aim to provide a supportive and challenging work environment where programmes work towards our vision and mission, as well as a great benefits package.

We welcome applications from people who have transferable skills and/or do not meet every skill requirement as we know women and other under-represented groups are less likely to apply for a role [if they are not 100% qualified](#). We promote a diverse, inclusive and empowering culture.

We are looking for someone with the following:

Skills

- Ability to speak, write and communicate clearly
- Ability to be flexible and adaptable
- Ability to communicate effectively in a range of different settings and to act as an effective ambassador for the organisation and the GGH programme
- Ability to work collaboratively with the team and partners
- Ability to plan and forecast delivery, identify timelines and resources needed for marketing and promotion in liaison with the Marketing & Engagement Manager
- Ability to work under own initiative, prioritise a range of tasks with minimal supervision whilst communicating clearly what one is working on and how one is progressing
- Ability to meet deadlines and work with accuracy and attention to detail
- Ability to work with and gain trust from young people from a wide range of backgrounds
- Ability to develop relationships with key stakeholders including community partners (this may include local authority partners, youth sector organisations, youth support charities, youth programmes in creative/cultural/digital sectors, job centres or skills), employer agencies and organisations (East Bank, Here East, Hackney Bridge, Enterprise Zones), and young people (beneficiaries and alumna groups)
- Ability to collect and interpret data for the team to make decisions based on need, including report writing and presentations
- Ability to communicate and support access requirements
- Excellent administrative and organisational skills
- Excellent working knowledge of Microsoft Office (Word, Excel, PowerPoint, Outlook) and online platforms like Zoom and Microsoft Teams
- Good technical knowledge managing and analysing information and data for reports

Experience

- Experience developing network building strategies
- Experience developing and managing relationships with a wide variety of partners
- Experience of programme management

- Experience of curating and facilitating events and workshops with young people aged 18-30, employers and or community partners
- Experience and knowledge of planning and delivering outreach activities with community partners in east London geo area
- Experience in recruitment, shortlisting or selection/assessment processes
- Experience managing personal data in line with GDPR guidelines
- Experience working with CRM databases (e.g. Salesforce)
- Experience managing and facilitating online events
- Experience of working in a busy team
- Experience of using slack or other to communicate and build relationships with cohorts of young people

Approach

- Displays a strong empathy with the values and vision of A New Direction
- Displays a strong empathy with the values and vision of the Good Growth Hub
- Is focused on outcomes and proactive in problem-solving
- Is committed to working in an environment and culture which values and celebrates diversity and lived experiences, and champions access and inclusion
- Has an active interest in the arts, creative, digital or cultural sectors
- Displays a willingness to learn more about their role as part of their CPD (Continuing Professional Development)

Desirable

- Understanding of the creative, cultural and digital sectors
- Understanding of HR practices, including positive action schemes, apprenticeships, and traineeships
- Knowledge of the changing landscape of East London, it's local communities and the growing business districts on and around Queen Elizabeth Olympic Park

A New Direction is committed to equal opportunities and values diversity in its workforce.

A New Direction is committed to implementing safeguarding through safer recruitment. All our roles require the successful candidate to complete a Disclosure and Barring Check, the receipt of satisfactory references and be eligible to work in the UK.

Special Conditions

It is likely that on occasions there will be a requirement for this role to work unsocial hours including evenings and weekends. We operate a TOIL (time off in lieu) system and when appropriate this position may require later start and finish times.

A New Direction has a hybrid working policy, with the team working from the offices and from home. Our central office is located on Worship Street near Liverpool St Station, however this position will work out of the Hackney Bridge space where the Good Growth Hub is located.

How to Apply:

Full details of how to apply can be found on the [A New Direction Job Board](#)