JOB DESCRIPTION

Job Title:	**Community Engagement & Curriculum Lead – Cradley Heath Skills Campus**
Responsible to:	**Head of Campus (Cradley Heath)**
Department:	**Adult & Community Learning**
Salary Grade:	**Grade G**

JOB ROLE

The Community Engagement & Curriculum Lead will play a central role in supporting the Head of Campus and Adult & Community Learning by driving proactive stakeholder engagement across the community, through varied outreach work that will bring about raised awareness and subsequent growth in learner numbers at the Cradley Heath Skills Campus. You will be the campus's primary outward-facing ambassador, building strong relationships with local residents, community organisations, employers, local public services, schools and voluntary groups making a real difference by raising aspirations and strenghtening local communities through new learning and training opportunities

You will need to build a community presence, effective partnerships, ongoing relationship management, lead impactful outreach activity and engagement events, ensuring our campus is visible, trusted and connected with the local area. Your work will directly support local people to overcome barriers, access education and progress towards employment, improved wellbeing and greater independence through the inclusive and accessible education and skills opportunities we provide. Work that is central to our organisational misson to deliver excellent outcomes for all learners, and ensuring successful futures for everyone we engage with.

Alongside your community-focused remit, the role also carries two important secondary roles. The first is supporting the growth in our curriculum, by contributing insight from your outreach activity that will shape a responsive adult offer. You will assist in curriculum development, recruitment, retention and progression activity by using your community intelligence, inclusive of stakeholder feedback. Your insight will help ensure the curriculum reflects real local need and supports the wider social and economic development of Cradley Heath and the surrounding area. You will contribute in setting and enabling agreed participation and income targets to be met, tracking our progress against agreed performance indicators supporting our growth.

You will also support the day-to-day operational running of the campus, helping the Head of Campus with defined operational matters, supporting staff communication, the learner experience, ever-increasing stakeholder engagement, evening opening and the smooth coordination of campus activity without carrying the strategic responsibilities associated with senior leadership. In doing so, you will contribute to the high-quality, welcoming and

community-centred campus environment we are developing that will play an active role in improving the lives of our local residents and strengthening the communities they live in.	
KEY DUTIES	
1	Act as a visible ambassador for Cradley Heath Skills Campus, proactively taking the College offer into community settings and engaging residents who may not traditionally access education and skills opportunities.
2	Proactively identify, develop and maintain relationships and referral networks with community groups, voluntary organisations, schools, DWP, local authority, employers and other partners including alternative local providers across Cradley Heath and surrounding areas.
3	Organise and deliver engaging presentations, information sessions, enrichment activities, community-based learning opportunities, tasters and outreach events, adapting communication style for different audiences.
4	Gather learner, employer and community feedback and maintain accurate records of community contacts, outreach activity, referrals, enquiries and resulting enrolments, using this information to evaluate impact, inform curriculum improvement and celebrate successes.
5	Work closely with Marketing and curriculum teams to develop accessible and engaging communications that promote the Cradley Heath offer through community networks, events, local partners and appropriate digital channels.
6	Support the Head of Campus in achieving learner recruitment and participation income targets, including increased participation from underrepresented groups, through the planned programme of open days, community events, outreach sessions, tasters and partnership-based learner engagement.
7	Influence the expansion of our employer-informed curriculum, inclusive of enhanced co-design, in key growth and local everyday economy sectors through input offered by a variety of employers engaged with.
8	Support curriculum development in-line with local economic needs and subsequent recruitment, retention and progression activity through the use of community intelligence and classroom delivery in some instances.
9	Fully support the effective monitoring of learner attendance, achievement and progression, using data to identify areas for improvement and support interventions.
10	Participate in setting agreed targets, performance indicators and an outreach strategy that will enable the campus to grow and diversify it's offer moving forward.
11	Provide early-stage pastoral support and signposting for certain adult learners, ensuring inclusive and supportive learner experiences in specific instances.
12	Assist in the development and delivery of effective learner support interventions based on the local intelligence gained through your outreach work.

13	Support the Head of Campus with day-to-day operational duties, including staffing matters, staff communication, learner experience, campus activity and securing cover where required.
14	Act as an Evening Duty Manager on site, taking full operational responsibility initially once per week. Appropriate abatement of daytime hours will ensure no increase in overall weekly working time.
15	Support progression processes including referrals, IAG, community pathways, and progression into employment, further learning or apprenticeships.
16	Fully support and adhere to all Health and Safety policies and practices for staff, students and visitors at all times, including when deputising for the Head of Campus.
17	Promote and uphold College values, CARE behaviours and inclusive practice across all adult learning activity.
18	Undertake appropriate in-service training when required to do so.
19	Ensure a high level of confidentiality at all times.
20	Support fully at all times the College's aims and objectives.
STANDARD CLAUSES – All Job Descriptions	
All employees of Sandwell College are required to:	
1	Comply with all College policies, procedures, and codes of practice.
2	Comply with the College's Health and Safety Policy and all associated procedures and guidelines. Employees are responsible for their own health, safety, and welfare, and must take reasonable care to avoid acts or omissions which may adversely affect the health and safety of others.
3	Promote and safeguard the welfare of children, young people, and vulnerable adults within the College environment.
4	Comply with data protection legislation, ensuring the secure and responsible handling of personal and sensitive information in accordance with the General Data Protection Regulation (GDPR) and the Data Protection Act.
5	Actively support and promote equality, diversity, and inclusion in line with the College's values and strategic objectives.
6	Participate fully in staff development and training programmes as part of continuing professional development (CPD) to enhance personal skills and professional effectiveness.

Candidates will be assessed for shortlist and interviewed against the following criteria.

Shortlisting Criteria		Essential	Desirable
1.	**Qualifications**		
1.1	A degree and/or appropriate professional qualification relevant to community development	✓	
1.2	Safeguarding awarness qualification		✓
1.3	A counselling or mentoring qualification		✓
1.4	Certificate in Education or Level 5 Teaching or Management Qualification	?	
2.	**Experience**		
2.1	Demonstrable experience of community engagement, outreach, partnership working or learner recruitment, including engaging diverse adults and under-represented groups and supporting engagement, retention and progression	✓	
2.2	Proven experience of building and maintaining relationships and networks with employers, community, voluntary, education or public-sector partners	✓	
2.3	Experience working in areas with deprivation, unemployment or low skills, ideally with targeted outreach or multi-agency collaboration	✓	
2.4	Experience planning and delivering outreach events, roadshows, pop-ups or community-based recruitment activity	✓	
2.5	Experience shaping or informing curriculum based on learner need, employer insight,community intelligence and recent developments in FE	✓	
2.6	Experience supporting adults into employment, further learning, apprenticeships or skills progression		✓
2.7	Experience teaching, coaching or facilitating learning for adults, including those with barriers or low confidence	✓	
2.8	Experience supporting day-to-day running of a site, centre, programme or community hub	✓	
2.9	Experience of working effectively within diverse teams across College	✓	

Shortlisting Criteria		Essential	Desirable
3.	**Skills/Abilities**		
3.1	The ability to influence,motivate and persuade a range of local stakeholders to engage, participate and collaborate	✓	
3.2	The ability to proactively create and maintain positive, professional and trusting working relationships with a wide range of people within and outside the organisation, identifying connections and reaching out to bring people togethe	✓	
3.3	Ability to deliver engaging presentations, information sessions and promotional activity, adapting communication style and content for different audiences	✓	
3.4	Ability to proactively develop new community partnerships and referral networks and turn engagement activity into measurable outcomes, including enquiries, referrals, participation and enrolments	✓	
3.5	Exceptional verbal, written and interpersonal skills	✓	
3.6	Analytical skills that will inform decisions on turning community intelligence into curriculum improvements or new pathways	✓	
3.7	Strong organisational skills with the ability to balance campus operational responsibilities with external community engagement activity	✓	
3.8	Ability to take charge of situations, people and decisions whilst managing the site during evening duty cover	✓	
4.	**Qualities**		
4.1	Willingness to work within a team to implement strategic policy, organisational CARE values and our ONE TEAM ethos	✓	
4.2	Genuine understanding of and commitment to Equal Opportunities in practice, sensitivity to students, staff and client needs	✓	
4.3	Commitment to inclusive practice and widening participation	✓	
4.4	Proactive, confident and approachable, with a strong commitment to community engagement, widening participation and developing new relationships and opportunities	✓	
4.5	To be a role model in all aspects of the job	✓	

Shortlisting Criteria		Essential	Desirable
5.	**Other Requirements**		
5.1	Willingness to assist with other evening duties, including open evenings, outreach events, interviews, and enrolment events	✓	
5.2	Ability to work between multiple sites at short notice	✓	
5.3	Willingness to work flexibly	✓	
5.4	High level of personal integrity and ability to maintain a high level of confidentiality as required, applying discretion and judgement	✓	
5.5	Act as an ambassador for the College	✓	
5.6	Proven confidence in dealing politely and helpfully with a wide variety of people, both internally and externally	✓	
5.7	Resilient and calm in pressurised situations	✓	