



## Greenhill YMCA

### Job Description

<b>POST:</b>	Events and Engagement Officer
<b>RESPONSIBLE TO:</b>	Senior Leadership Team member
<b>JOB PURPOSE:</b>	This role is crucial in strengthening our connection with the local community and stakeholders, increasing engagement, and promoting our services to a diverse audience. The Engagement Officer will work on-site, closely collaborating with our team to develop and implement strategies that enhance our relationship with both current and potential members.
<b>SALARY:</b>	£21,840
<b>CONTRACT:</b>	12-month contract, with possibility of extension NB: the position is not guaranteed and is subject to decision on funding.
<b>HOURS:</b>	35 per week

### JOB SUMMARY AND OBJECTIVES

Greenhill YMCA have applied to the Time to Shine programme funded by The Rank Foundation to create a one year paid position, specifically to develop Greenhill YMCA's visibility and engagement within the local community and stakeholders.

1. Support the planning and execution of events designed to deepen relationships within our local community, stakeholders and past volunteers encouraging greater participation in our programmes, volunteering opportunities, fundraising and strengthening their connection to the organization.
2. Contribute to initiatives that encourage families to explore additional programmes and activities at Greenhill YMCA, while actively involving them in volunteering and collaborating to develop services that best meet their needs and sustain our financial sustainability.
3. Assist in establishing new partnerships with local third-sector organizations, past volunteers, businesses, funders and stakeholders to enhance our



long-lasting impact, foster deeper connections and fundraising opportunities.

## RESPONSIBILITIES AND DUTIES

- Assist in organizing community-focused events, ensuring all logistical aspects are in place, and gathering feedback through pre- and post-event surveys.
- Coordinate a calendar of events that drive engagement, encourage participation, and promote Greenhill YMCA's services.
- Develop outreach strategies to strengthen relationships with local families, schools, and community groups, encouraging participation in programmes and volunteering opportunities.
- Promote a membership scheme integrating programmes like the swim academy and outdoor activities, ensuring local families are engaged and involved.
- Promote an alumni network of past volunteers to support ongoing fundraising, volunteer recruitment, and engagement initiatives/events.
- Help establish and maintain partnerships with local organizations, businesses, and past volunteers to enhance community impact and fundraising opportunities.
- Assist in creating promotional content to engage diverse audiences and attract new participants to Greenhill YMCA programmes
- Ability to work flexible hours including evenings and weekends
- Liaise with other internal departments and with the Senior Leadership Team
- Any other duties as required to fulfill the functions of the role.
- Approx 12 days required for traveling and overnight stay away from home to T2S programme events and development days. Individuals are not able to select dates.

**Launch Conference Event 1: 20th January or Event 2: 27th January**

**Review Event Event 1: 9th June or Event 2: 16th June**

**Rank Annual Conference October Dates TBC**

**4 Leadership Days Throughout the year**



**PERSONAL SPECIFICATION - CRITERIA FOR APPLICANTS**

**QUALIFICATIONS**

<b>ESSENTIAL</b>	<b>DESIRABLE</b>
Minimum qualifications - 5 GCSE's A-C grades or equivalent	Relevant further or higher level qualification

**EXPERIENCE**

<b>ESSENTIAL</b>	<b>DESIRABLE</b>
At least one year's experience in a similar role.	Experience in community engagement or working with diverse audiences.
Evidence of experience in IT systems	Previous experience in a non-profit or community-focused organization.
	Previous experience in Experience in events, marketing, social media or community engagement

**KNOWLEDGE AND SKILLS**

<b>ESSENTIAL</b>	<b>DESIRABLE</b>
Ability to work independently and collaboratively in a dynamic environment.	Knowledge of the local community and its needs.
Strong interpersonal and communication skills, both written and verbal.	Familiarity with membership-based programs, alumni networks and strategies for promoting them.

**PERSONAL QUALITIES**

<b>ESSENTIAL</b>	<b>DESIRABLE</b>
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The ability to work as part of a team and ability to work without close supervision.	
Contribute to and be able to engage in a manner consistent with the vision, mission & values of the YMCA and The Rank Foundation	