**Job Description**

**Role:** Community Engagement Worker

**Responsible to:** CEO

**Job Purpose:** The Community Engagement Worker is an outward facing and community

focussed role to:

* Increase awareness, knowledge and understanding of domestic abuse including the services we provide locally
* Develop a prevention and education programme
* Engage with organisations to create a range of raising awareness and community fundraising activities
* Manage and develop social media to promote Wigtownshire Women’s Aid.

The post holder will work closely with the Manager to develop and deliver the key

outcomes for the post, including raising awareness, prevention and education,

community events and preparing an annual schedule for engaging with communities

across Wigtownshire. Working alongside all the staff teams, the post holder will also

support other staff members to deliver sessions.

**Hours of Work:** 34 hours per week. Working in different environments at times best suited to the community – including some evening and weekend work as required.

**Location:** Stranraer with regular travel across Wigtownshire and occasionally beyond.

**Salary: £27,889 pro rata (£27,092)**

**Key Outcomes:**

1. **Awareness, knowledge and understanding of domestic abuse including the services available is increased**
   1. Identify target audiences and develop a rolling programme of awareness raising and information sessions
   2. Design and deliver a variety of programmes suited to the target audiences
   3. Work with local employers to increase their awareness and support their efforts to reduce work-based harassment of women
   4. Build trust and confidence with audiences to allow them to explore and discuss the complex issue of domestic abuse
   5. Provide information about the services of WWA and other appropriate organisations
   6. Promote the development of healthy relationships through focus group learning
   7. Create safe space to allow attendees to approach with concerns and respond sensitively to disclosures
   8. Monitoring and evaluating impacts – completing monitoring reports and demonstrating the impact to the community
2. **Preventative programmes will result in reduction in gender stereotyping and tolerance of domestic violence is reduced** 
   1. Working alongside the CYP team and other organisations, develop a ‘whole school’ approach to promoting positive relationships and equalities and tackling gender based violence
   2. Develop a programme aimed at reducing tolerance and inequalities for community groups across the region
3. **Engage with organisations to create a range of community fundraising activities**
   1. Foster and maintain positive working relationships with private/public/voluntary sector organisations, businesses and partners
   2. Promote events and activities for local residents in a variety of appropriate and accessible ways
   3. Implement the community fundraising plan and take a lead role in community events
   4. Engage with organisations to create new community fundraising activity and deliver a range of effective community activities and events
   5. Grow and expands the organisations social media presence into new social media platforms, plus increases presence on existing platforms including Facebook, Instagram, Tiktok, Canva, etc.
   6. Create and distribute engaging written or graphic content in the form of web page and blog content and social media content, including creating a monthly social media calendar working with other teams.
   7. Stay up to date with latest social media trends and digital technologies.
   8. Analise data.
   9. Maintain excellent records within GDPR requirements to evidence success

**Specific Demands:** The Community Engagement Worker will have the enthusiasm and commitment, together with the interpersonal skills, to lead and manage the operational development and delivery of this new initiative. The post holder will demonstrate a commitment to the on-going development of personal skills and knowledge in order to perform effectively. This commitment will require experience and skills in:

* **Communication -** States own opinions clearly and concisely. Demonstrates openness and honesty. Listens well. Asks others for their opinions and feedback. Asks questions to ensure understanding. Exercises a professional approach with others using all appropriate tools of communication. Uses consideration and tact when offering opinions.
* **Co-operation -** Works harmoniously with others to get a job done. Responds positively to instructions. Works well with staff and Board. Shares information with everyone involved. Sets a tone of co-operation. Values working relationships
* **Decision Making** - Establishes the types of decisions made and delegates appropriately. Provides advice or recommendations. Gathers information before making decisions.
* **Problem Solving** – Anticipates problems. Sees how a problem and its solution will affect others. Adapts well to changing priorities, deadlines and directions. Is willing to take action, even under pressure. Notifies Manager of problems in a timely manner.

**Additional Requirements:** The particular duties and responsibilities may vary from time-to-time without changing the general character of the duties or the level of responsibility entailed. As the geographical area we cover is significant, a current driving licence and access to own transport is essential. There is often the requirement to work in the evening and weekends.

**Key Competencies**

|  |  |
| --- | --- |
| **Personal Qualities, Skills and Experience** |  |
| Excellent communication, interpersonal and team-building skills | Essential |
| Excellent presentation skills and social media skills | Essential |
| Networking and partnership building skills | Essential |
| An inclusive, non-judgemental and positive attitude | Essential |
| A flexible, supportive and responsive way of working with people | Essential |
| Creative thinking and problem-solving ability | Essential |
| Self-starter – ability to work on own initiative and enthuse others | Essential |
| Good at working as part of a small team | Essential |
| Knowledge and understanding of domestic abuse and the community and social issues in a remote and rural environment | Essential |
| Interested in working in a marketing or communication environment | Desirable |
| Previous experience in managing and creating social media campaigns | Desirable |