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| **Job Title:** | Community Engagement Specialist |
| **Reports To:** | Home Manager |

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| **Job Summary:** | To increase the visibility and positive reputation of the retirement village within the local community by building meaningful relationships with key community stakeholders, supporting local outreach initiatives, and coordinating engagement activities that reflect the values of the village and appeal to prospective residents and their families. |

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| **Role Responsibilities:** |
| **Community Outreach & Relationship Building*** Develop and maintain relationships with local community groups, charities, healthcare providers, businesses, and faith organisations.
* Represent the retirement village at local events, fairs, networking opportunities, and partnership meetings.
* Act as a key contact for local community engagement enquiries and initiatives.

**Visibility & Promotion*** Promote the retirement village through proactive outreach, word-of-mouth marketing, and presence in local networks.
* Identify local opportunities for collaboration or visibility, including press coverage, sponsorships, and joint events.
* Work alongside the marketing team to provide local insight for campaigns and ensure that activities reflect the community.

**Event Planning & Delivery*** Coordinate small-scale on-site events and open days to attract prospective residents and raise awareness of the village.
* Support off-site promotional events with logistical input and attendance where required.
* Collaborate with the in-house team to ensure events run smoothly and deliver a high-quality experience.

**Internal Support & Collaboration*** Work closely with the sales and hospitality teams to ensure outreach efforts align with commercial goals.
* Provide regular updates and feedback on engagement activity, opportunities, and insights from the community.

**This is not intended as an exhaustive description of duties and responsibilities and may be amended following consultation with the jobholder.** |

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| **Person Specification:** |
| **Experience** | **Essential/Desirable** | **Assessment** |
| Appropriate experience and relevant qualifications | E | CV/Certificates |
| Background in a previous sales position | D | CV |
| Clean driving license | **E** | **License check** |
| **Knowledge/Skills & Abilities** |  |  |
| Team player, decisive, self-motivated, proactive, flexible and adaptable. Confident, enthusiasm and desire to excel | D | Interview |
| Ability to prioritise workload and be able to work under pressure | D | Interview |
| Ability to communicate and manage interpersonal relationships, including influencing skills | E | Interview |
| Excellent listening skills | E | Interview |
| Problem-solving and customer care skills | D | Interview |
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| Values – I am fully committed to being:* Caring
* Supportive
* Honest
* Respectful
* Accountable
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| Agreement: |
| **Employee Signature:** |  | **Date:** |  |
| **Manager Signature:** |  | **Date:** |  |