

## JOB DESCRIPTION

<b>Job Title:</b>	Community Centre Development Officer
<b>Organisation:</b>	Knightswood Community SCIO
<b>Reporting to:</b>	Centre Manager
<b>Responsible for:</b>	N/A
<b>Hours:</b>	35 hours per week to be worked flexibly with some weekend and evening work as required.
<b>Based at:</b>	Knightswood Community Centre, 201 Alderman Road, Glasgow, G13 3DD with some travel in the neighbourhood and other parts of Glasgow
<b>Salary:</b>	£25,000 per annum
<b>Term:</b>	Fixed term contract until 31 <sup>st</sup> March 2020 initially with possible extension to March 2022, subject to confirmation of funding.

### Background

Knightswood Community SCIO (KCSCIO) manages and operates Knightswood Community Centre for and on behalf of the people of Knightswood. It works to strengthen Knightswood's sense of community through the provision and programming of affordable and accessible social, cultural, recreational, educational, and health and fitness services and facilities. Its goal is for the Centre to be clearly identified and truly recognised as the centre of the community in Knightswood.

KCSCIO was formed in 2013 as a Scottish Charitable Incorporated Organisation in order to assume responsibility for managing and operating Knightswood Community Centre from Glasgow City Council under the local authority's Community Asset Transfer process, which was completed in 2015. The Centre covers an estimated 1,100m<sup>2</sup> over two floors and accommodation and facilities include a main hall with stage and dressing room, a commercial kitchen and café area, a range of rooms for lease/hire and a number of support rooms, along with a private car park at the front entrance. It has an estimated annual footfall of 70,000 people of all ages who participate in a varied range of activities. The Centre is part of a complex comprising Knightswood Library, a GHA housing office, and a derelict swimming pool building that remains the responsibility of GCC.

KCSCIO has benefitted in recent years from Scottish Government investment in its development as a community anchor organisation, which has resulted in improvements to room facilities, the development and implementation of a marketing communications strategy, and an options study for redeveloping the pool building as a community asset with an Intergenerational Centre assessed as being the preferred development option.

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## Job Purpose

The main purpose of the job is to lead on promoting and growing the use of the Centre by community groups and public/ third sector organisations, growing group participant and service user numbers, and progressing the development of the derelict pool building as an intergenerational shared space. The role is key to helping the organisation achieve a number of goals, including:

- Increasing the awareness, knowledge and trial of the Centre programme and facilities
- Generating enquiries for room lets/ hires to address gaps in Centre programme or occupancy
- Increasing the number of Centre visitors and group/ service participants
- Securing a lead partner for developing the pool building as an Intergenerational Centre

## Main Duties and Responsibilities

### Centre Marketing and Community Development

- To support the Centre Manager and the Board in implementation of the Centre's communication strategy, producing detailed plans and budgets for specific activities
- To plan a rolling cycle of varied communications that showcase the organisation, programme, facilities, Centre groups/ organisations; to produce content for KCSCIO and to secure it from Centre groups/ organisations and other third-parties - copy, video, imagery and audio; to use a range of channels to promote this content to appropriate audiences - Centre programme, marketing collateral, newsletter, website, social media, events, print publications, broadcast media
- To plan, promote, coordinate and support Centre events (e.g. tabletop sales, community cinema, season events); to engage and liaise with Centre groups/ organisations and others to participate in these events
- To promote the Centre programme and facilities, speaking to potential customers and supporting them with their information needs prior to referral to the Centre Manager or Centre groups/ organisations
- To provide input to the Centre's programme of groups, services and activities to meet identified community needs
- To actively engage and develop strong, effective relationships with a wide range of external stakeholder organisations, and participate in local networks
- To support and guide new and existing Centre groups/ organisations; supporting promotion of existing groups/ services; liaising with any interested groups/ organisations and individuals to set up new services at the Centre
- To liaise with suppliers and other service providers as and when required
- To ensure consistency in the branding of KCSCIO, the Centre and its products/ services
- To establish and use tools to monitor and report on communication effectiveness
- To carry out any other reasonable activities relevant to the promotion of the Centre as required

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### Swimming Pool Building Development

- To establish, administer and support a project steering group (e.g. recruitment, papers, meetings, member relations)
- To maintain dialogue with GCC and Glasgow Life on pool building condition and plans
- To design and implement a challenge competition or similar to identify an expert/ experienced service operator as a prospective development partner
- To support a full feasibility study for developing an Intergenerational Centre
- To support the procurement of and to liaise with external professional advisers (e.g. architects)
- To help identify and support initial discussions with potential sources of funding/ finance for the development and operation of an Intergenerational Centre

### **Key Relationships and Accountability**

Internally the post holder will mainly liaise with the Centre Manager; less frequently with other Centre staff and volunteers for Centre communication activities and events. Externally, the post holder will liaise with a number of stakeholders:

- Existing and prospective Centre groups/ organisations
- Local primary and secondary schools
- Other local facilities/ service providers including GCC, Glasgow Life, NHS, local CPP, GHA and local churches
- Local/ citywide network groups
- Suppliers particularly brand agency and website designer, print suppliers, print/ broadcast media

The post holder will also establish and lead a steering group of representatives of KCSCIO and external stakeholder organisations to guide the development of the pool building.

The post holder reports to the Centre Manager and makes occasional performance/ implementation reports to the KCSCIO Board. Performance will be measured against targets agreed with the Centre Manager; the post holder will be required to provide evidence of attainment of targets through supervision and an annual appraisal.

# PERSON SPECIFICATION



**Job Title:** Community Centre Development Officer

Attributes	Essential	Desirable
Education, Qualifications and Training		
Higher Level Maths and English	✓	
Qualification or evidence of learning in marketing and events		✓
Qualification or evidence of learning in community learning and development		✓
Skills & Knowledge		
Knowledge of a range of communication tools and activities	✓	
Excellent written communication skills for print, digital, presentation	✓	
Planning, organising and coordinating projects and events	✓	
Proficiency in Microsoft Office	✓	
Use of key social media platforms (Facebook, Twitter, Instagram)	✓	
Use of WordPress or similar		✓
Knowledge and understanding of issues facing communities		✓
Knowledge of public and third sector in Glasgow		✓
Knowledge of value of and approach to Intergenerational Shared Space		✓
Relevant Experience		
Promoting community engagement and participation	✓	
Developing partnerships and networking	✓	
Promoting and administering community/ public events	✓	
Producing content for communications	✓	
Project coordination/ implementation	✓	
Liaising with external suppliers	✓	
Working in a community centre or a community development/ education role		✓
Use of digital media (e.g. video, audio) for communications		✓
Competencies		
Engaging, open and approachable personality	✓	
Working semi-independently within an agreed set of task and targets	✓	
Building and maintaining stakeholder relations	✓	
Organisation, work planning, time management	✓	
Attention to detail	✓	
Other Attributes		
Team working		✓