

**CAR CLUB COMMUNITY ENGAGEMENT OFFICER**

***6 Months Contract, 16 Hours per week, £27,040 pro-rata***

**LEAP Car Club** is a social enterprise based in Renfrewshire which provides low carbon emission vehicles for hire for as little as an hour or as long as required. We are committed to highlighting the social, environmental and financial benefits for communities of shared transport and facilitating lower levels of car ownership and encourage travel by public transport, walking and cycling.

LEAP Car Club is seeking a Community Engagement Officer to assist its delivery of zero-emission Car Clubs in Linwood and Johnstone for Linstone Housing Association through the Energy Saving Trust’s [Plugged In Households Programme.](https://www.energysavingtrust.org.uk/scotland/grants-loans/plugged-households)

The purpose of the role is to engage with Linstone tenants and the wider community to increase Car Club membership and usage.

Key Duties and Responsibilities

* Drive new member signups to increase the number of users of the car club
* Effectively communicate the benefits of shared transport and zero-emission vehicles to a new audience. The focus will initially be on online and telephone marketing and engagement moving to face-to-face when restrictions allow
* Demonstrate car booking, pickup and charging to new members
* Oversee and deliver marketing and communications – online and print
* Manage inbound enquiries, phone, email, messenger, via drop-in, face to face
* Work in partnership with Linstone Housing Association, Local Authorities and other key stakeholders
* Maintain regular contact with Line Manager and other Contractors
* Support basic operations of LEAP Car Club as required
* Organise, attend and deliver outreach events where possible, including holding focus groups
* Make presentations
* Be an enthusiastic advocate for the value/benefits of making behaviour and structural changes to reduce the amount of CO2 released from daily activities, particularly through transport/travel

Team Structure

The Community Engagement Officer will report to the Car Club Manager.

Contract Period

The contract is for a period of 6 months with the potential to extend.

Essential Requirements

* Two years-experience in marketing and/or community engagement
* Experience in motivating individuals to change their behaviours
* Confidence in communicating and ability to clearly articulate information
* Excellent verbal communication skills
* Experience using Social Media marketing. i.e. Facebook/Instagram etc
* Ability to communicate to people from a variety of socio-economic backgrounds
* Self-motivated and tenacious, able to motivate others
* Consistent and thorough approach to work with an eye for detail
* Proven completer who take pride in doing a job well
* Self-starter/able to work with a minimum amount of supervision
* Flexible and able to work occasional weekends
* Holder of a clean driver’s licence for at least two years (or no more than 6pts)
* Required to complete Disclosure Scotland check

Desirable Requirements

* Marketing and/or Community Engagement qualifications
* Experience of Facebook Ads
* Experience of developing and working with databases and/or excel spreadsheets
* Knowledge of Adobe InDesign or similar
* Interest in/experience of shared transport and sustainability
* Good understanding of how energy is consumed in the home & through transport
* Good understanding of how to reduce domestic transport energy consumption using technology and behaviour change
* Understanding of the Third Sector
* Familiar with local area
* Access to laptop/computer, and car
* Available to commence work immediately

[Application Form](https://drive.google.com/open?id=1EuUagz3pArqMsti2x55S4g7ho1rmvWp0)

**Application Closing Date:      22nd March**

**We encourage early applications as we may close recruitment if the right candidate emerges.**

**Interview Date:     tbc**