



Community Engagement Co-ordinator

West London Zone is looking for someone who can research, develop, coordinate and promote community engagement opportunities to enhance the West London Zone partnership offer. The post holder will also be responsible for analysing and evaluating the benefit of community engagement and the contribution it makes to the West London Zone Partnership Development Plan.

The Community Engagement Coordinator will report directly to the Head of Partnerships. The role includes scoping potential community engagement partners and opportunities, initiating relationships and assessing fit with West London Zone, organising, attending and contributing to local community events and working with the West London Zone link workers to engage children and young people in the local services and opportunities available to them. This will include working with the development team to engage children and young people with local key funder stakeholders as and when required.

To apply please send a completed application form to recruitment@westlondonzone.org

Remuneration	From £25,000 per annum depending on experience
Location	West London
Start	October 2018
Contract	Permanent, full-time.
Holiday	25 days per annum (plus 3 days between Christmas and New Year)

Job Role

- Scope and identify potential community engagement partners and opportunities in the West London Zone geographic area and undertake a mapping exercise to assess fit to West London Zone mission and outcomes and the strengths and needs profiles of the children and young people.
- Develop a Community Engagement directory, a map and calendar of West London Zone community linking partner information and opportunities and develop an effective system to systematically collect, collate, update and keep the West London Zone Operational team informed
- Work with the West London Zone Data Analysts to develop the West London Zone Partner Data System and CRM Salesforce System to ensure that community engagement activity is captured in terms of children and young people's positive engagement in their local communities, and contribution to outcomes can be assessed

- Analyse and evaluate the benefit of community engagement to children and young people and their families and develop baseline operational metrics to track and monitor performance
- Manage and nurture relationships with community engagement partners, including attending and representing West London Zone at community events and inviting them to participate in West London Zone community events
- Work with the West London Zone Link Workers to maximise children and young people's attendance and engagement in those quality local community services and the opportunities available to them
- Organise West London Zone Community events and cross-school opportunities for children and families to attend
- Work with the development team to ensure that the involvement of children and young people with funder stakeholders fits with West London Zone Community Engagement offer and includes the development of work experience/internship and apprenticeship opportunities where appropriate
- Some general administrative office tasks.

Person Specification

Experience

- Experience in community engagement (essential)
- Experience of planning events (essential)
- Experience of successfully initiating and managing external relationships with a diverse range of stakeholders (essential)
- Educated to degree level or equivalent (essential)
- Proficient in Word, Excel and Powerpoint (essential)
- Desk-based research (essential)
- Being part of a team (essential)
- Good local knowledge of the opportunities and services available to children and young people in West London (desirable)
- Experience of internal communications (desirable)

Skills

- Exceptional interpersonal skills (essential)
- Energetic and confident networker, able to manage relationships with a wide range of community partners (essential)
- Able to (and enjoys) working independently and using own initiative (essential)
- Able to analyse and inform strategic thinking (essential)
- Professional, friendly and able to represent West London Zone externally (essential)
- An interest in and understanding of the work of West London Zone (essential)

About West London Zone

Our vision

West London Zone is an organisation that has been co-developed by our local community to deliver early intervention to improve the learning, wellbeing and character of children and young people.

Our mission is that all children in our Zone arrive safe, happy and healthy in adulthood. We aim to achieve this by co-ordinating a range of local and national social sector organisations to provide support early, before problems escalate. We are inspired by the Harlem Children's Zone, the world's first Children's Zone, who pledge to do 'whatever it takes', over the whole period of childhood, to ensure children grow up well.

Our work

WLZ works with local 'Anchors' – schools and nurseries – to identify children who are not well served by existing provision and are at risk of negative outcomes without effective early intervention.

We provide each child with a Link Worker who is based in the school, and who gets to know the children and helps them by designing a package of support from our partnership of charities who have a range of specialisms (tutoring, counselling, fitness, nutrition, character and behaviour). The Link Worker provides a consistent trusted adult presence for the child through the two-year period, and ensures they consistently turn up to support sessions. The Link Worker also works with the charities to tailor their approach and content to each child, and works with the children's family members to better engage them with their child's education and development. Through the Link Workers and our partnership and data teams, we provide hands-on management of the charities every day so that they offer the best and most tailored support possible for every child - with impact closely monitored and measured.

In order that children arrive in adulthood safe, happy and healthy, we have designed a 'place-based', long-term model which is: 1) Proactive; 2) Preventative; 3) Lasting.

1) Proactive Identification

We proactively identify children 'at risk', using our innovative data- and relationship-driven approach, including data we collect ourselves via 'My Voice': the WLZ survey, designed in partnership with Dartington Service Design Lab. This survey provides an in-depth, holistic insight into the wellbeing of local children and young people (we have had over 1,600 responses so far this year, with over 20 risk factors measured, each predictive of negative outcomes later in life).

2) Preventative Action

Our Link Workers approach children/families with a positive engagement framework to encourage participation, and then build highly professional, trusting and enduring relationships. With their Link Worker, each child/family co-designs their own tailored package of support via our partnership of over 30 local and national charities, based around their unique strengths and needs. Over the next two years, the Link Worker ensures each

child/family makes the most of their support, tweaking the emphasis as necessary.

3) Lasting Impact

After two years, if the child has made sufficient progress, we continue to monitor their development closely to ensure they stay on track – with the option to support them again in the future if need be.

Our status today

This year, 650 children are participating in West London Zone, across 21 primary schools, secondary schools, and nurseries. With their Link Worker, each of these children has co-designed an individually tailored package of support from our partnership of charities offering specialist services – ensuring they get the right support at the right time, before their problems get worse.

Since 2015, we have shown not only that this innovative model is possible, but that it is capable of delivering significant impact. Ultimately, however, our aim is to empower enough children and young people to improve their lives, so that we create a “tipping point” – where, in the long run, those children change what it means to grow up in this community.

That community – a densely populated 3-square miles around the Harrow Road with very high levels of deprivation – crosses four local authorities and includes a large number of schools and nurseries, many of whom have expressed interest in becoming part of WLZ in order to support children who they feel are not currently receiving the additional support they need.

So, over the next 5 years, we plan to support a further 3,000 children in partnership with a group of new schools and two further local authorities (South Brent and North Westminster; we currently work in North Hammersmith and North Kensington). If we can generate the evidence to prove that this kind of community-level change is possible, there is significant potential for our approach to be replicated in other urban communities around the country.

Our team

We are a small team of highly committed and energised individuals who are totally focused on supporting the children and families we work with to improve their outcomes in life. We have a ‘CLEAR’ set of values that guide us in our work: Collaborative, Local, Evidence-led, Accountable and Relational. We have a huge ambition, but we are grounded in the realities of everyday frontline delivery work and effective partnership. We find that if we always put the child first in our thinking, our actions and our negotiations, we usually achieve progress.

What we are doing is challenging, but we are fiercely determined, highly motivated and completely dedicated to WLZ’s long-term goal. We all have high expectations for ourselves, and everyone we work with. This is an opportunity to join an ambitious and dynamic team, which is focused on driving towards better outcomes for children and young people and evidencing impact.