

Job Description

Job Title	Creative Engagement Social Impact Officer - Major Sports Events Culture and Community
Directorate	Neighbourhoods and Housing
Service Area	Culture Liverpool
Grade	Grade 6
Competency Level	1
Salary	£35,415 - £39,862
Job Type	Hybrid
Location	Cunard Building / Hybrid
Disclosure and barring service (DBS)	Not required
Job Evaluation Ref No	

Job Purpose

Liverpool has a history of hosting major sporting events from the Vitality Netball World Cup in 2019, the World Gymnastics Championships in 2022 and the World Boxing Championships in 2025. Liverpool will host the Stage 2 Finish of the Tour de France and a groundbreaking inclusive multisport and culture festival both in 2027 and is one of the eight EURO 2028 cities across the UK and Ireland in 2028.

This role will be responsible for the planning, delivery, and evaluation of culture and community social impact initiatives linked to major sports events across Liverpool City Region, ensuring they contribute meaningfully to the ambitions of the Cultural Strategy. It will work collaboratively with other team members to deliver a social impact programme across sport, culture and communities across Liverpool and Liverpool City Region.

Directly Responsible For:

The post holder may have direct or indirect responsibility for contractors and volunteers.

Directly Responsible To:

Head of Culture, Libraries and Participation

Main Areas of Responsibility:

- Support the integration of social impact objectives into the planning of major sports events, ensuring Liverpool wide engagement
- Work with the Sport Liverpool team, event organisers, national governing bodies and community partners to co-design legacy programmes that promote culture, wellbeing, and inclusion

- Work closely with Culture and Community partners across Liverpool City Council to ensure that the social impact opportunities and delivery are aligned with neighbourhood priorities
- Deliver the social impact programmes, directly or through managed contracts working with delivery partners and project managers to ensure objectives are met
- Build and maintain trusted relationships with a wide range of partners including cultural organisations, neighbourhood managers, schools, and voluntary, community, faith and social enterprise sector partners
- Facilitate engagement sessions to ensure community voice shapes delivery and meaningful outcomes
- Work with the relevant sports governing bodies to co-design impact programmes that are relevant to the city and the sport, which will link to the event but include post cultural and community event legacy that is measurable and deliverable for the city and the city region. Provide coordination of inclusive cultural programmes, volunteering and employment pathways, and youth engagement initiatives linked to events
- Ensure delivery is equitable, culturally relevant, and responsive to local needs
- Collect and analyse data, feedback, and stories to measure impact across wellbeing, social cohesion, skills development, and physical activity
- Working across a number of events at any one time to utilise shared knowledge and relationships to extend reach beyond the event timelines
- Support reporting to funders, stakeholders, and governance groups
- Gather and share stories of impact, contributing to reports and narratives that celebrate progress, inspire others, and inform future decision-making
- Celebrate local success and promote shared learning, helping to create spaces where achievements are recognised and lessons are exchanged to build collective understanding of social impact

- Embrace continuous improvement, identifying opportunities to enhance delivery, streamline processes, and contribute to a culture of learning and innovation
- Stay curious and adaptable, remaining open to new ideas, emerging opportunities, and evolving responsibilities that help advance the mission of a fairer, healthier Liverpool for all

Supervision and Management Responsibility:

- Provide coordination and oversight of the culture and community elements of the impact programme across Major Sport Events
- Ensure activities are planned to include meaningful one to one conversation, quality annual appraisals and regular workforce planning and development
- Manages performance and behavioural issues effectively

Budget and Financial Responsibility:

- Support the allocation of social impact budgets for each Event, ensuring compliance with applicable grant funding conditions
- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact
- Monitor financial performance, deliver within budget and seek savings and efficiencies by exploring opportunities to draw funding where appropriate
- Set, monitor, and remain within budget
- Explore different options for funding and income generation

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- Occasional event attendance, outdoor work may be required during the delivery of the programme

Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- Delivering and promoting excellent customer service, externally and internally.
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we



treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level: 1

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- Evidence of continuous professional development in cultural development, participation or a similar field (A, I, E)

Desirable

- Training and/or qualifications in an appropriate discipline

Experience

Essential

- Experience working on events, legacy programmes or within the cultural development, commissioning or community sectors (A, I, E)
- Planning, coordinating, delivering and/or supporting participation programmes working with cultural organisations and artists (A, I, E)

Desirable

- Engaging and working collaboratively with diverse communities, voluntary sector organisations, and public sector partners
- Gathering insight and translating into deliverable actions
- Championing and sharing social impact stories and learning, and contributing to reporting processes
- Establishing strong relationships and trust with partners from a range of sectors
- Promoting new ways of working or sharing best practice across teams or networks
- Familiarity with impact measurement tools and reporting
- Strong working relationships with all partners in the Liverpool City Region
- Contributing to the development of learning materials or informal training sessions

Skills/Abilities

Essential

- The ability to manage multiple projects at once and to tight timescales (A, I, E)
- Ability to work as part of a team; to influence, motivate, challenge and negotiate, build relationships whilst also be self-motivated and use initiative (A, I, E)
- Understanding the role of culture and community in being enablers to engagement and the barriers people face and understanding of inclusive practice and equity in cultural and community activity (A, I, E)

Desirable

- Confident in facilitating meetings, workshops, or community engagement activities
- Talk, write and present in a way that people easily understand
- Strong organisation, coordination and project/ programme management skills
- Open minded and reflective of own and others' approaches
- Create and share a vision for peoples' lives, places and projects
- Application of the essential skills in the physical activity, active travel or health sectors

Commitment

Essential

- Demonstrable commitment to delivering and developing programmes that have equity, inclusion, and co-production at their heart, ensuring all voices are valued and heard with a commitment to creating active, connected, and thriving communities across Liverpool (A, I, E)

Desirable

- Willing to learn, grow, and adapt in a dynamic and evolving programme environment
- A commitment to Liverpool's Cultural Strategy encouraging others to share this commitment
- Occasional evening and weekend working to accommodate needs of the Events and associated partners
- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council

