

Job title	Head of Engagement and Legacy
Department	Marketing and Communications
Position Type	Full Time
Reports to	Chief Marketing and Communications Officer

1. Job Purpose

In July 2022, Birmingham will host the XXII Commonwealth Games, the largest multi-sport event to be held in England in 10 years. Approximately 6,500 athletes and team officials from 71 nations and territories across the Commonwealth will come together in a 12-day celebration of sport and culture. Events will take place across Birmingham and the West Midlands, entertaining more than one million ticketed spectators and reaching a global broadcast audience of more than one billion.

The Games will be a celebration of sport, business and culture which aims to:

- **Bring people together:** Embrace and champion the youth, diversity, humanity and pride of the city and Commonwealth.
- **Improve health and well-being:** Inspire, engage and connect communities and athletes to realise their full potential and live happier, healthier lives.
- **Help the region to grow and succeed:** Drive sustainable growth and aspiration; create opportunities through trade, investment, jobs and skills.
- **Be a catalyst for change:** Transform and strengthen local communities, working together to deliver new and improved homes, facilities and transport links.
- **Put us on the map:** Deliver an unforgettable, global Games in partnership, on time and on budget to showcase the best of Birmingham, the West Midlands and Commonwealth.

Each of the signatories to the Host City Contract (HCC); the Commonwealth Games Federation (CGF), UK Government, Birmingham City Council and Commonwealth Games England (CGE) together with the Organising Committee (OC) have key roles in the planning and delivery of the 2022 Commonwealth Games, both individually and collectively to ensure that the 2022 Commonwealth Games and the host community legacies derived from hosting the Games are a huge success.

The parties to the HCC have established Birmingham Organising Committee for the 2022 Commonwealth Games Ltd as the Organising Committee ('OC'). The scope of the OC's role is broad and complex and ranges from ensuring the physical readiness of the venues and temporary facilities, to the planning, coordination and delivery of more than 40 operational functions such as transport, security and catering to meet the needs of the Games, including the athletes, technical officials, spectators, press, broadcasters and other Games Family and stakeholders.

A recent consultation exercise with local and regional communities recommended that:

- We need to bring the city and the wider region together
- We need to build on the pride that already exists
- We need to celebrate our multicultural USP
- We need to empower grass roots communities
- We need to instil the region with confidence that we will deliver.

Accordingly, the Head of Engagement and Legacy will have responsibility and accountability to the OC for the coordination and reporting on all aspects of OC Legacy planning and delivery, and also play a lead role in ensuring the cross-partner legacy initiatives and outcomes for the Games are successfully realised, supported and integrated. The role will also be responsible for the successful development, implementation, leadership and final delivery of the engagement strategy for the

Birmingham 2022 Commonwealth Games to ensure widespread advocacy for the Games in Birmingham and throughout the West Midlands.

You will coordinate the Organising Committee's engagement with major groups of stakeholders – including public sector partners, local authorities, the business community, voluntary sector, social enterprises and the diverse communities of Birmingham and the region.

2. Key Responsibilities and Accountabilities

- Lead and manage the OC's Legacy programme in support of the Games Partners' Games Legacy ambitions, acting as an internal advocate and support and an external liaison to set expectations and drive ambition and commitment to Birmingham 2022's vision and social, economic and environmental goals.
- Work with Games Partners and appropriate public and third sector bodies to negotiate and embed Games-related benefits activity into partner resourcing and activation plans
- Develop, direct and deliver the Birmingham 2022 Organising Committee's Engagement Strategy with Games Partners, Stakeholders and Advocates in line with wider Communications and Marketing strategy and campaigns and Games Partner activities
- Develop, direct and deliver the Birmingham 2022 Organising Committee's Government Relations plan, ensuring that national, local and regional government and associated authorities and bodies – and their executive and elected members - are fully informed and engaged with the Games, and understand responsibilities and benefit from opportunities.
- Develop the Birmingham 2022 Organising Committee's Sustainability approach and manage the Sustainability Manager to ensure partners and suppliers support and all aspects of the business uphold and contribute to the OC's sustainability objectives
- Oversee the development and implementation of detailed plans for each programme/project area within the Engagement, Legacy and Sustainability Functional Areas – including, but not limited to, business engagement, community engagement, schools programme, training and skills development, commitments to sustainability and human rights,
- Represent the OC and work closely with the Games Partners on relevant cross-partner working groups and committees
- Support Games Partners with the development and implementation of Games Legacy and Games Benefit Evaluation
- Plan for the recruitment and management of the Engagement and Sustainability Team within the OC – which may include the negotiation of secondees or support from partner organisations - to resource, guide and deliver the Engagement Strategy, supporting the delivery of the audience development workstream and ultimately a successful, accessible and engaging Games
- Liaise with Divisional Directors and Heads of Functional Areas to ensure legacy, engagement, sustainability and inclusivity is reflected within all programmes of work
- Report to and provide secretariat to the OC Board's Engagement Committee and support the Chair as appropriate
- Influence, educate and persuade Games Partners, Stakeholders and Advocates to fully embrace and support successful delivery of all legacy and engagement activities to build advocacy for the Games
- Manage all engagement activities for the Organising Committee, including representing the OC at external meetings and events
- Work closely with Legacy and Engagement leads at Birmingham City Council, all West Midlands and venue-related local authorities and central Government to ensure that engagement opportunities are maximised throughout the city, region and country in relation to the Games
- Develop specific engagement strategies for key target groups e.g. local businesses, community groups, local authorities, schools and young people

Responsibilities of the role will evolve during the lifespan of the Organising Committee and it is likely that the role profile will evolve with the changing needs of the OC.

Person specification		
3a) Skills and experience required		
Area	Critical	Desirable
Qualifications	<ul style="list-style-type: none"> • Diploma / degree qualified in marketing/public relations (or similar). • Substantive industry experience within Community Engagement • Substantive industry experience of maximising resources and support from the Third Sector 	
Skills and Abilities	<ul style="list-style-type: none"> • Demonstrate broad knowledge and strategic perspective, anticipating future consequences and trends accurately. • Proven ability to manage complex partner relationships • Ability to work cooperatively with peers to find common ground and solve problems quickly and effectively. • Ability to work sensitively in managing stakeholder relationships • Ability to manage and prioritise competing demands • Can do attitude and solutions focused 	
Knowledge and Experience	<ul style="list-style-type: none"> • Proven track record of achievement in community engagement and/or public liaison, in partnership with other agencies • Strongly networked locally in the communities of Birmingham and the West Midlands • A successful track record of leading the design and implementation of community engagement strategies geared towards engaging diverse communities in a high-profile and complex environment. • Knowledge and experience • Proven ambassadorial ability and political astuteness, particularly in the context of engaging central and local government and local communities; • Proven experience influencing and working with Boards of Directors. • Successful track record of implementing innovative solutions in the engagement of local communities 	<ul style="list-style-type: none"> • An understanding of the complex political environment within which the Games operates, including relevant governance and accountability issues

3b) Personal Qualities	
Teamwork	<ul style="list-style-type: none"> • Embraces diversity and displays respect and loyalty to colleagues, the organisation and its partners; • Engages effectively, and is helpful and supportive towards others; • Highly collaborative, taking the time to engage with team members; • Reliable and committed to the success of the team; • Embraces change and is adaptable; • Able to multitask and willing to take on additional roles and tasks;
Communication	<ul style="list-style-type: none"> • Natural communicator at all levels, approachable and knowledgeable; • Open and transparent but also maintains trust and confidentiality; • Prepared to challenge information and bureaucracy; • Embraces and absorbs new information; • Comes up with ideas and communicates these to others;
Commitment and results delivery	<ul style="list-style-type: none"> • Displays the highest levels of integrity and commitment with an ability to deliver excellent results; • Plans ahead and manages time effectively; • Deals with ambiguity, flexible and creative in approach to delivery; • Resilient and positive through change and adapts positively; • Takes accountability and ownership of tasks and problems; • Tenacious and seeks to overcome obstacles and challenges; • Meets milestones and is committed to achieving a positive result; • Uses initiative to resolve matters within their control and understands when to pass on relevant issues or incidents; • Develops ideas and shares these with the team; • Follows rules and guidelines; • Provides quality work that is fit for purpose;
Motivation and drive	<ul style="list-style-type: none"> • Self - motivated and proud to be part of the experience; • Demonstrates enjoyment in their work; • Professional, polite and approachable manner; • Positive and optimistic attitude; • Resilient, calm and in control of emotions;