



## Job Description

### Pride in Place Coordinator

<b>Job Title</b>	Pride in Place Coordinator
<b>Salary</b>	£28,000 - £32,000
<b>Hours</b>	37 hours per week
<b>Benefits</b>	5% Pension Contribution, 22 days annual holiday + 3 concessionary days & bank holidays (pro-rata)
<b>Location</b>	The Dudson Centre, Stoke-on-Trent with regular time spent in Bentilee & Ubbberley
<b>Special Conditions</b>	Ability to travel in and around Stoke-on-Trent, with weekend/evening work.
<b>Responsible to</b>	Partnerships & Collaboration Lead

The Pride in Place Co-ordinator will support the successful delivery of the Government's Pride in Place Programme in Bentilee & Ubbberley. Hosted by VAST, the postholder will work closely with the Independent Chair, Neighbourhood Board, local residents, the local authority, and community partners to ensure the programme is community-led, inclusive, and rooted in local priorities.

The Co-ordinator will play a key role in supporting the Board's operation, co-designing a comprehensive Community Engagement Plan, supporting community activities and events, and contributing to the development of the neighbourhood's 10-year Vision and 4-year Investment Plan.



## Role and Responsibilities

### Neighbourhood Board Support

- Provide day -to -day co-ordination and operational support to the Independent Chair and Board Members.
- Organise Board meetings, including preparing agendas, papers, minutes and action logs.
- Maintain communication across the Board and ensure timely sharing of information and updates.
- Build the long term capacity of the Neighbourhood Board, supporting Board Members to increasingly shape agendas, share responsibility, and lead the programme activity collaboratively over time
- Help ensure the Board operates in line with national Pride in Place governance expectations and community-led principles.
- Support the Board to reflect on delivery, evidence and resident feedback, and to make timely course corrections where priorities, plans or approaches need to change.
- Support reflective practice within the Board, helping members to assess what is working, where challenges are emerging, and how approaches may need to adapt.
- Support in the creation and promotion of Board roles as required to ensure the Board remains quorate.



## **Community Engagement & Engagement Plan Development**

- Identify, map and build relationships with informal community assets, including neighbours, volunteers, connectors, and informal networks, recognising their role in shaping the neighbourhood alongside formal groups and organisations.
- Lead the development of a comprehensive, inclusive Engagement Plan for the neighbourhood.
- Design year-round opportunities for residents to shape programme priorities, including workshops, events, pop-ups, digital engagement, and outreach.
- Ensure participation methods build on how residents already connect, communicate and contribute locally, and reflect the diversity of Bentilee & Ubberrley.
- Build relationships with residents and communities who may be under represented in decision making, ensuring their existing strengths, networks and contributions are recognised and valued.
- Share resident insights, lived experience and priorities with the Board in ways that retain context, nuance and resident voice, supporting informed and accountable decision making.
- Support residents to articulate, share and reclaim the neighbourhoods own identity, strengths and aspirations, challenging deficit based narratives about Bentilee & Ubberrley through collective storytelling and engagement.
- Provide regular community updates on project achievements and upcoming engagement opportunities, through appropriate social media channels and Pride in Place newsletter.

VAST Services (1920)

Dudson Centre, Hope Street, Hanley, ST1 5DD

[vast.org.uk](http://vast.org.uk) | 01782 683030 | [enquiries@vast.org.uk](mailto:enquiries@vast.org.uk)



- Work with VAST Comm's team to engage local media with the project.

### **Supporting Community Activities & Events**

- Plan and deliver community activities linked to Pride in Place priorities such as neighbourhood events, listening campaigns, and local celebrations, celebrating local identity, history and strengths support collective storytelling, and contributing to positive Pride in Place.
- Support residents and grassroots groups to co-design or lead activities, and identify pathways into ongoing leadership, ambassador or governance roles within the Pride in Place programme and wider neighbourhood activity.
- Design activities in ways that encourage long-term local stewardship, ownership and ongoing resident-led involvement, rather than one-off or time-limited participation.
- Ensure community events are inclusive, safe, welcoming and representative of local identities.
- Work with partners to remove practical, cultural or confidence-based barriers that prevent residents from stepping into leadership or decision-making roles.
- Develop resources (toolkits, guides, engagement packs) to enable partners and residents to support community-led activity.

### **Programme Development: 10-Year Vision & 4-Year Investment Plan**

- Work with the Chair and Board to develop an ambitious, community -driven 10 -year neighbourhood vision.



- Gather evidence, feedback, resident priorities and local intelligence to inform the plan.
- Support the shaping of a 4-year Investment Plan, including project scoping, community validation, and documentation.
- Help partners prepare project outlines, engagement summaries, and supporting materials required for the planning process.
- Ensure plans reflect the needs of all residents and align with national programme guidance.
- Ensure the 10 year Vision and 4 year investment plan actively support long term community stewardship of people, places and resources beyond the lifetime of individual projects.

### **Partnership & Collaboration**

- Work collaboratively with Stoke-on-Trent City Council, the MP, councillors, education partners, social housing providers, health services, VCFSE organisations and local businesses.
- Attend partnership meetings, sharing insights, updates and opportunities.
- Promote a joined-up approach to neighbourhood improvement and community engagement.
- Act as a friendly, accessible contact point between residents and service providers.

### **Monitoring, Data & Impact**

- Gather data, feedback and case studies to demonstrate the impact of Pride in Place activity.
- Maintain accurate records and provide updates for VAST, the Board and the accountable body.



- Actively identify and surface unintended consequences, gaps, or emerging inequalities linked to Pride in Place activity, ensuring these insights are shared openly with the Board to inform learning and improvement.
- Support ongoing evaluation, learning and continuous improvement, including where plans or approaches need to change.

### **General Requirements**

- Participate in regular supervision and VAST team meetings.
- Undertake training and CPD as required for the role.
- Maintain a collaborative and flexible approach to VAST's work.
- Support the promotion of VAST and its services.
- Carry out any other duties that may reasonably fall within the scope of the role.

**Notes:** All jobs are subject to change from time to time and this job description will be reviewed regularly. The job description is a guide to the work that you will be required to undertake and represents a range of responsibilities in line with the grade of the post. This post is subject to a three-month probationary period.



## 1. Person Specification

<b>Qualifications</b>	
Full UK driving licence & access to a vehicle	<b>Essential</b>
<b>Knowledge</b>	
Understanding of community-led development, co-production and neighbourhood regeneration	<b>Essential</b>
Awareness of the Pride in Place agenda or similar long-term place-based neighbourhood improvement programmes	<b>Desirable</b>
Familiarity with equality, diversity and inclusion principles in community settings	<b>Essential</b>
Knowledge of multi-agency working across local authorities, VCSE, health, education and housing	<b>Essential</b>
Understanding of learning led, reflective or adaptive approaches to place-based programmes, including responding to emerging challenges and unintended consequences	<b>Desirable</b>
Understanding of asset-based community development and approaches that build long-term community capacity and stewardship	<b>Essential</b>
<b>Skills and Experience</b>	
Experience in community engagement, outreach, or neighbourhood development	<b>Essential</b>
Experience supporting boards, committees or multi-stakeholder groups, including enabling shared leadership, confidence building or effective decision making	<b>Desirable</b>



Experience developing or delivering community engagement plans or programmes	<b>Essential</b>
Ability to organise and promote community events and activities	<b>Essential</b>
Strong communication, interpersonal and relationship-building skills	<b>Essential</b>
Experience working with diverse communities, including seldom heard groups	<b>Essential</b>
Experience working with informal community networks, connectors or individuals outside formal organisation settings.	<b>Desirable</b>
Experience supporting residents, volunteers or community members to develop confidence, skills or leadership beyond one-off activities	<b>Essential</b>
Experience facilitating conversations, reflection or learning with groups, including honest discussion of challenges, tension or change.	<b>Desirable</b>
<b>Personal Qualities</b>	
Passionate about community empowerment and resident-led change	<b>Essential</b>
Warm, empathetic, approachable and culturally sensitive	<b>Essential</b>
Proactive, self-motivated and able to work independently, while knowing when to pause, reflect or seek collective decision making.	<b>Essential</b>
Strong collaborative style and ability to work across diverse partnerships	<b>Essential</b>
Flexible and adaptable to changing priorities and circumstances	<b>Essential</b>
Confident in constructively challenging assumptions, decisions or approaches while maintaining trust and positive relationships.	



<p>Comfortable using judgement, reflection and evidence to navigate complexity, uncertainty and competing perspectives.</p>	
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**Equity, Equality, Diversity & Inclusion (EEDI) and Equal Opportunities Statement**

VAST is committed to fostering a workplace culture where equity, equality, diversity and inclusion are central to everything we do. We believe that our strength comes from the diversity of our people, partners and communities, and we are dedicated to creating an environment where everyone feels valued, respected and able to thrive.

We recognise that people have different experiences, needs and barriers, and we are committed to advancing equity by providing the support, adjustments and opportunities individuals require to participate fully. We also promote equality of opportunity by ensuring that no applicant, employee or volunteer is treated less favorably based on any protected characteristic.

In line with the Equality Act 2010, VAST is committed to ensuring that all stages of our employment practices – including recruitment, selection, development and progression – are free from unlawful discrimination. We welcome and encourage applications from people of all backgrounds and lived experiences, including those who are underrepresented in leadership roles across the voluntary and community sector.

We are dedicated to removing barriers, designing inclusive processes, and continually improving our practices to reduce the impact of bias and support fair outcomes for all. This includes welcoming requests for reasonable adjustments during the application and interview process, enabling candidates to demonstrate their skills and strengths on an equitable basis.



At VAST, everyone is welcome. We celebrate difference, champion inclusion and work to ensure that all individuals feel a genuine sense of belonging as part of our organisation.