

Job Profile comprising Job Description and Person Specification

Job Description

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| Job Title: Engagement & Inclusion Officer MCA Hub | Grade: SO1 (£28,452 - £34,479) |
| Team: South London Partnership | Directorate: Chief Executive's Group |
| Reporting to: MCA Hub Manager | Contract Type: Fixed March 2021 to June 2022 |

The role

The construction sector is of vital importance to the South London economy. It currently represents 5% of the local workforce. The sector has an average annual employment growth rate of 11% (2015-2018) which is by far the largest growth rate of all industry groups in South London.

The Mayor's Construction Academy (MCA) will support delivery of housing and other development through brokering training and support to meet the workforce needs of developers and their supply chain(s).

The MCA Hub will also strengthen the pathways for residents into sustainable jobs in construction through training and access to jobs on developments in local areas, with a particular focus on increasing opportunities for priority groups and improving diversity (women and BAME) in construction.

Covid-19 and Construction

The Covid-19 pandemic continues to impact all sectors, and construction is no exception. Whilst many sites have remained open throughout the lockdown period, their operation has had to adapt and change, to incorporate new social distancing guidelines. This, with challenges with the supply chain, has led to a temporary reduction in the workforce, as staff have been furloughed or made redundant. Although it has clearly been a challenging time for the sector, evidence suggests that construction activity is increasing, with job vacancies increasing in south London.

Across the south London, we have seen sites slowly starting to mobilise and increase productivity. There have been some assurances given that pipeline developments are pressing a head, with a commitment from some major future development, across the patch.

Training and Skills providers have also had to change and adapt delivery models, moving much of their provision online, where possible. To facilitate social distancing requirements in the academic year of 2020/21, providers will continue to deliver a blended model of learning, in the classroom and remotely.

Job purpose

Operating across the six boroughs of Croydon, Sutton, Merton, Kingston, Richmond and Wandsworth, the South London Partnership aims to deliver a Mayor's Construction Academy (MCA) which will train South London residents to gain the skills they needed to access construction sector vacancies. This new role is responsible for leading on engaging residents to gain skills to access construction.

The South London Partnership are looking for an Engagement & Inclusion Officer, with extensive experience of learner engagement, employment and training opportunities and partnership working with external providers.

As a result of the covid-19 pandemic, it will also be necessary for the MCA Hub to adapt its approach to engagement. The Engagement & Inclusion Officer will take responsibility for identifying innovative ways of reaching residents and stakeholders, creating a new pipeline of construction workers and diversifying the workforce by increasing the representation of women and black, Asian and ethnic minority communities.

The postholder will be responsible for:

1. Raising the online profile of the MCA Hub and identify opportunities to promote the breadth of opportunity in the construction industry, to a diverse range of residents across the programme area.
2. Developing on-line marketing and innovative communication methods to increase the diversity of the construction workforce
3. Coordinating industry related events to promote construction sectors to local residents, this includes both virtual and actual events
4. Engaging residents and signposting to local educational provisions, employers and job brokerage services that will enable the creation of a pipeline of people skilled and prepared to work in the construction industry
5. Supporting with the development of careers events and work experience opportunities for learners so they are well prepared to work in the construction industry
6. Increasing the diversity of the construction workforce, with specific targets to increase the representation of women and BAME communities.

Specific responsibilities:

The Engagement & Inclusion Officer will be responsible for:

- Increasing the number of people choosing a career in the construction sector by supporting to develop a careers, education, information, advice, and guidance strategy for construction
- Developing and running careers activities, online and in person, to increase the number of people choosing a career in construction

- Leading on creating and identifying a pipeline of people who want to undertake construction related qualifications, equipping them with the skills required for future local, sub-regional and London construction job opportunities
- Developing a database of local provisions that supports the training and upskilling of people in construction related qualifications
- Working with the MCA Hub Co-ordinators, job brokerage services and wider partners to identify suitable specific skills, training and job opportunities in the construction sector, and helping to link people in training into good quality jobs and apprenticeships in construction
- Championing and promoting workforce diversity, with specific targets around increasing the representation of women and BAME communities, across a range of careers in construction
- Developing innovative events and activities which will engage BAME and young women into construction and take responsibility for producing effective and creative marketing and promotional materials to raise awareness of the service and the opportunities it offers; to maximise the engagement of diverse and hard to reach beneficiaries
- Working with the Hub co-ordinator to meet programme outputs and support in gather data and produce monthly data reports, to fulfil the requirements of the GLA Funding Agreement
- Building strong relationships with key partners and stakeholders across the sub-region such as borough skills officers, schools, colleges, universities, careers leads, JCPs, community and voluntary sector and job brokerage services, across the programme area, supporting all stakeholders to promote construction related pathways to all people
- Identify and represent the MCA Hub at relevant pan London and local events, both virtually and in person, as appropriate
- Ensure that the MCA Hub integrates with and links to existing employment support programmes which includes and is not limited to Work and Health Programme, Job Entry Targeted Support programme, Kickstart programme.

| Person Specification Requirements | Essential/ Desired | Assessed by A & I/T/C |
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| Knowledge | | |
| Knowledge of social media, online communication platforms and digital marketing techniques to reach a range of different organisations and people | E | |
| Knowledge of construction related professions and the qualifications needed to work in those professions. | D | |
| Knowledge of levels of academic attainment and academic progression pathways for learners | D | |
| Experience | | |
| Successful experience in engaging a wide range of people and organisations across a range of on-line, virtual and face-to-face events, ideally promoting job and training opportunities | E | |
| Experience of developing, implementing and delivering projects that support people to engage with education, skills development and employment opportunities | E | |
| Experience of leading business development activity, identifying new opportunities with appropriate organisations and developing engagement strategies with stakeholders, preferably schools, colleges and training providers | E | |
| Experience of developing sustainable and effective partnerships with stakeholders ideally schools, training providers and FE colleges | E | |
| Experience of using a range of methods to engage to diverse and hard to reach beneficiaries | E | |
| Experience of using a range of social media platforms to engage residents, community group and wider stakeholder organisations | E | |
| Experience of developing, maintaining and updating information databases. | E | |
| Experience of identifying learners at risk of becoming NEET and delivering prevention activities or programmes and brokering people in to training and/or jobs | D | |
| Experience of delivering careers related events and activity | D | |
| Skills | | |
| Effective project management skills which ensure you can manage multiple projects across South London | E | |
| Exceptional interpersonal and relationship management skills, a highly skilled influencer and negotiator, able to achieve outcomes through collaboration. | E | |
| Ability to develop strong partnership management skills, to ensure positive partnerships across South London | E | |

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| Excellent written and verbal communication skills, in a wide variety of contexts and at different levels, to manage complex and multi-layered stakeholder relationships | E | |
| A proactive outlook with an ability to prioritise and schedule effectively to manage a dynamic workload and meet internal and external deadlines to balance competing priorities | E | |
| Creative thinking and problem solving including the ability to improve services, develop new ways of working, and find appropriate solutions to complex issues | E | |
| Qualifications | | |
| Educated to degree level or equivalent relevant professional qualification or experience which demonstrates the ability to engage a range of communities and stakeholders and manage effective partnership. | E | |
| Other | | |
| Willingness to travel across sites and work flexibly as required | E | |

A - Application, I - Interview, T - Test; C - Certificate

Annex A**Mayor's Construction Academy**

In his manifesto, the Mayor pledged to establish a construction academy scheme with the housebuilding industry to close the gap between our ambitious housing targets and the need for more skilled construction workers in London.

The Mayor's Construction Academy (MCA) for London was created to ensure that training providers and employers are working together as effectively as possible to design and deliver approaches to construction training which meet the needs of employers and learners. The development and delivery of the MCA has been shaped by senior stakeholders representing the construction industry, skills providers, and local government, overseen by the Mayor's Homes for Londoners and Skills for Londoners boards. These boards will continue to oversee the programme as it progresses through delivery.

In addition to closing the gap between our ambitious housing targets and the need for more skilled construction workers in London, the MCA programme aims to:

improve the supply of skilled construction workers required by the sector and thereby create more opportunities for all Londoners to benefit from the available work opportunities in the construction industry;

- scale up and extend initiatives that are already working well across the capital to train Londoners in the skills they need to enter into and progress in careers in the construction sector;
- intensify local engagement, particularly between SMEs and construction skills training providers; and,
- support the development of training provision for the construction of precision-manufactured housing in London.

To deliver this, the MCA programme is comprised of three work streams:

1. MCA Quality Mark: which identifies high-quality construction training provision. There are now 24skills providers that have been awarded the quality mark following applications in 2018 and 2019;
2. MCA Hubs: up to £3million revenue across two funding rounds to establish local MCA Hubs which aim to strengthen relationships and improve coordination between Mayor's Construction Academy (MCA) - Hub Status and Funding Opportunity skills providers and construction employers, with a specific focus on housing development; and
3. MCA Capital Funding: £7.2 million capital funding programme for quality-marked providers to ensure that equipment and facilities increase capacity and keep pace with changing technology.

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This post will be supporting workstream 2, establishing a local MCA Hub which will operate across the 6 boroughs of Croydon, Kingston, Merton, Richmond, Sutton & Wandsworth