



Groundwork Cheshire, Lancashire & Merseyside.

## RECRUITMENT PACK

### Business Engagement and Project Support Officer

**CLOSING DATE:** Friday 2nd May 2025

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Groundwork CLM | Charity Registration number 514727  
74-80 Hallgate, Wigan, WN1 1HP.  
[www.groundwork.org.uk](http://www.groundwork.org.uk)  
T: 01942 821 444 | E: [recruitment@groundwork.org.uk](mailto:recruitment@groundwork.org.uk)

This post is funded by the UKSPF

## Are you ready to be part of something extraordinary?

At Groundwork, we're not just a charity – we're a movement for positive change, and we are delighted that you are interested in joining us.

Groundwork was created in the early 1980s, during a time of social and economic crisis. The world may have changed a great deal since then, but our purpose and our work has never been more relevant, as we continue to provide a beacon of hope during times of uncertainty.

Making a difference isn't just our goal, it's very the reason we exist. Imagine helping people who have become isolated to regain their confidence and get into jobs and training, or supporting families struggling with rising bills, or empowering communities to tackle climate change head-on. That's what we do at Groundwork. We are changing places and changing lives – every day.

But we can't do it alone. We need passionate individuals who share our values and our commitment to positive change. We are committed to diversity and we also believe that people with lived experience of the challenges facing the communities we serve are part of the solution. So, whether you're just starting out in your career, or looking to take your next step, we want to hear from you.

Join our growing team, where collaboration, learning, and personal growth are not just encouraged – they're celebrated. With excellent working conditions and an inclusive and supportive environment, Groundwork is more than a job; it's a journey of development, discovery and impact.

I hope this insight into Groundwork makes you excited about the opportunity to work with us and becoming part of something truly special.

A handwritten signature in black ink, appearing to read 'A. J. Darron'.

Andrew Darron, Executive Director



# ABOUT GROUNDWORK CLM

Groundwork is a charity working locally and nationally to transform lives in the UK's most disadvantaged communities.



Groundwork CLM is one of 15 Groundwork Trusts across England, Wales and Northern Ireland. Last year we carried out over 70 diverse projects each year. Projects that tackle climate change and help people out of fuel poverty. Projects that bring out the best in young people by helping them to improve their local area. Projects that build stronger communities by improving green space or creating jobs.

Last year, this contributed to the following outputs and outcomes.

- ✓ **More than 1900 community organisations and businesses supported**
- ✓ **Over 3,700 young people supported to learn and achieve**
- ✓ **Around 800 volunteers engaged**
- ✓ **Over 110,000 m2 of land either improved or managed and over 1500 trees planted**
- ✓ **Over 250,000 benefitting from public spaces we've improved**
- ✓ **1,600 people helped to reduce domestic energy use, water use & waste sent to landfill**



# WORKING FOR GROUNDWORK CLM



## VALUES

Our values inform what we do and how we do it.

We are environmentally aware and focused on communities in need.

We are knowledgeable, compassionate and work with integrity.

We provide leadership, are professional in our performance and driven to make a positive impact.

### PROFESSIONAL

We are professional in our performance.

- hard working, efficient & effective
- ensuring all of our resources are used to maximise the impact of our work.

### LEADERSHIP

We provide leadership and positive energy focused on helping communities to develop solutions.

### INTEGRITY

We demonstrate the highest levels of integrity within our work.

- striving to build genuine partnerships that are committed to places for the long term.

### MAKING AN IMPACT

We are driven to make a difference to our communities.

- we effect genuine change and we can demonstrate the impact of our work

### COMPASSION

We take a person-centred approach that delivers compassionate support to those members of our community in need of our help.

### KNOWLEDGE

We are knowledgeable in our field of expertise and use our creativity to develop new and innovative approaches to tackling difficult community problems.



## EQUALITY AND DIVERSITY

We are fully committed to eliminating discrimination and promoting equality and diversity in our workforce and employment practices, in the work we undertake, and in the provision of all our services.

We value diversity and flexibility in our workforce as we think it gives us access to a wider range of skills. We therefore strive to be an equal opportunities employer. This means that decisions concerning recruitment, promotion or any other aspect of employment will be based on the needs of the organisation and not any assumptions based on sex, race, age, disability, gender reassignment, sexual orientation, married or civil partnership status, pregnancy or maternity, religion or belief (these are known as 'protected characteristics').

This is an important commitment, which all employees are expected to share.



## SAFEGUARDING

We commit to doing everything we can to ensure the safety of those involved in our projects, programmes and services. Our safeguarding team ensures that our safeguarding policy and practices are rigorously implemented and continually reviewed and improved.

Our safer recruitment practices help us to ensure that we recruit colleagues who share our high standards and expectations. All job offers are conditional on the receipt of satisfactory references. Where appropriate, we ask our workers to complete a Disclosure and Barring Service (Criminal Records Bureau) check. We are also obliged to confirm your identity and obtain proof of your right to work in the UK.

We ask all staff to undertake safeguarding training when they join us.



# SUSTAINABILITY



Groundwork CLM is committed to minimising its environmental impact and promoting positive environmental behaviour among its employees, service users, suppliers and partners. Our environmental policy sets out how we will manage our assets and activities in a way that's consistent with our values and demonstrates our commitment.

The policy relates to all areas of our work and contains responsibilities for all employees.

# RECRUITMENT PROCESS

**CLOSING DATE: Friday 2nd May 2025**

To apply for this position, please locate the vacancy and the application form available on our website here:

<https://groundwork.org.uk/about-groundwork/careers-across-groundwork>

Please return the following before the closing date:



**Completed Application Form**

Demonstrating how your knowledge, skills, experience and values meet the requirements of the role in line with the person specification.

Note: Your name and any information that could be used to identify your age, gender or ethnicity will be removed by our HR team before shortlisting



**Signed GDPR Statement acknowledgment**

This document will be removed by our HR team prior to shortlisting\*



**Completed Equal Opportunities Monitoring Form**

This document will be removed by our HR team prior to shortlisting\*



**Completed Declaration of Convictions Form**

This document will be removed by our HR team prior to shortlisting\*



**Completed Referees Form**

This document will be removed by our HR team prior to shortlisting\*.

This should contain contact details of 2 referees, one of which should be your most recent employer if you have one. Please note referees will not be contacted unless you are successful at interview stage.

\*Groundwork CLM collects this data to help ensure that there is no discrimination in employment practice with regards to appointment, access to training, and promotion. This is a condition of the GDPR under which processing of sensitive data can take place.

**Please send via email to:** [recruitment@groundwork.org.uk](mailto:recruitment@groundwork.org.uk)

**Alternatively, you can send via post to:** Groundwork CLM Recruitment,  
74-80 Hallgate, Wigan, WN1 1HP.

## INTERVIEWS

You will be contacted shortly after the closing date with an update on the status of your application.



# Business Engagement and Project Support Officer

£24,743 - £30,179 (Full Time Equivalent - Depending on experience, skills and knowledge)

Up to 29 hours per week



## Creating environments where businesses and communities thrive

We are looking to recruit someone who is well organised, creative and a team player for the role of Business Engagement and Project Support Officer.

More and more businesses around the country are benefiting from the advantages of working together to tackle issues and create new opportunities in their local business communities.

At Groundwork we work with business communities and Business Improvement District (BIDs) to change places and change lives. Our projects provide a great way for businesses to band together and deliver additional services or improvements to their areas, creating safe, clean and vibrant locations in which business can thrive.

Groundwork's Business Team is widely recognised as one of the country's leading experts for developing and managing successful town centre management projects and Business Improvement Districts. As Business Engagement and Project Support Officer, you will have an integral role within of our Business Team. You will take a lead on business engagement and marketing activities to businesses and consumers within projects. You will also be required to engage and communicate with a range of new and existing stakeholders, clients and suppliers.

If you are ready for a challenging new role and think you have the skills and experience we are looking for - we'd like to hear from you.

### Background

1. The role's function is to lead on business engagement on place based development projects and wider town centre/business park improvement schemes delivered by the trust to clients and stakeholders of the business team. The role may also involve work with companies through non-BID/town centre/business park focused contracts.
2. The function will have a large focus delivering projects that could lead to the development of Business Improvement Districts. The role will also support to a lesser extent existing BIDs, and will also incorporate intermittent support for specific projects on a range of technical matters e.g. data management, CRM, client engagement, new system and software implementation, team market development / research activity. This may result in a requirement to work additional hours to support these wider functions up to a full time role.
3. Given the 7 day function of our town centre projects, some weekend work is to be expected, however the majority of activity is expected to take place during weekdays.
4. For more information about the organisation, service or project please see: [www.groundwork.org.uk/sites/clm](http://www.groundwork.org.uk/sites/clm)

### What we will offer you

- > 25 days holiday entitlement increasing with length of service, plus public holidays (pro rata for part time staff)
- > Flexible working arrangements, depending on the needs of the role
- > Enhanced employer pension contribution (6%) increasing further with length of service
- > Cycle to Work salary sacrifice scheme
- > Employee Assistance Programme
- > Death in Service Benefit





# JOB DESCRIPTION

## Business Engagement and Project Support Officer

Salary:	£24,743 - £30,179 (Full Time Equivalent - Depending on experience, skills and knowledge)
Hours of work:	Up to 29 hours (4 days) per week
Pattern of work:	9.00am to 5.00pm between Monday - Friday (includes 45 mins for unpaid lunchbreak). Flexible start and finish times to be agreed with line manager.
Base:	Waterside House, Navigation Road, Northwich, CW8 1BE. (with flexibility to work from home)
Location:	Across the Trust's operational areas
Term:	Fixed Term - 6 months (with possibility of extension)
Responsible to:	Deputy Director (Business Team)
Responsible for:	N/A

### SCOPE OF THE ROLE:

1. Take a lead on business engagement and marketing activities to business and consumers within projects.
2. The role will support the day to day work of management staff and clients within the team who lead the delivery of BID and business support services to clients and stakeholders of Groundwork.
3. Support the implementation of specific and targeted project work to support existing BIDs or new contracts.
4. This will incorporate business engagement, marketing, communication and event planning activities within the business team.
5. The role will involve engagement and communication with a range of stakeholders, clients and suppliers.
6. Good organisational skills, use of initiative and a flexible approach to work (and working hours) will be essential to enable the role to support the wide range of service objectives.

This post may be part funded through public funds including UK Shared Prosperity. (SPF).

### MAIN DUTIES

#### **Business Engagement, Technical Support, Marketing, Communications and Relationship Management**

- Support the development of marketing, communication and business engagement plans for projects including the pro-active engagement of clients / businesses located in target areas. Once developed, the role will lead on the implementation of B2B and B2C elements of these plans.
- Support with providing information to individual businesses as required, answering requests and supporting businesses with services detailed in the project plans maintaining accurate records of client engagement using the CRM.

- > Market services to companies and engage companies online, over the phone and at their premises as required by the project. This will lead to companies being successfully enrolled onto projects, understanding the features and benefits as well as the commercial investments required (BID levies / paying for commercial services as appropriate).
- > Support with client surveys to understand the needs of business communities using online and hard copy tools e.g. MS Forms/hard copy questionnaires).
- > Supporting the BID team's management with specific tasks within projects. These might incorporate:
  - co-ordinating events and festivals
  - supporting with the development of marketing and comms plans
  - marketing and communications using website and social media
  - co-ordinating news stories for e-bulletin communications to businesses and consumers
  - producing marketing materials
  - developing new initiatives to enhance the trading environment.
- > Support the maintenance of pro-active and effective relationships with customers, partners and stakeholders.
- > Ensure that Groundwork's customer relationship databases are fully utilised, kept up to date and maintained for every intervention made through the team, to include the pro-active maintenance of up to date database of businesses within the project's geographical area.
- > Support the marketing and promotion of project areas as a place to invest, introducing inward investors to property owners and landlords and maintaining an up to date listing of available property to rent/buy/let where required by a project.

#### **Project /Task Management, Finance and Resource Management**

- > Maintain up to date customer relationship management/output/outcome records utilising the systems provided by the Groundwork Trust.
- > Co-ordination of contractors.
- > Co-ordination of thematic groups and projects or sector groups
- > Support the production of reports and meetings e.g. producing specific project reports as required, drafting meeting agendas and reports, producing draft meeting minutes for approval.
- > Research, plan and support the successful delivery of projects on time and to budget.
- > As required, procure 3rd party suppliers to deliver project activity and other services to support projects areas.
- > Deliver project site audits and inspections, liaising with a range of partners/ suppliers to remedy issues that effect the business environment.
- > Produce draft project reports.
- > Follow documented procedures and accepted Groundwork Trust ways of working in order to ensure that projects are delivered on time, to budget, in line with customer and funders requirements.
- > Provide a client focused, flexible approach to responding to tasks required for completion.

### **Monitoring & Evaluation, Reporting**

- > Collect appropriate output/outcome data utilising the systems provided by the Groundwork Trust.
- > Lead on the delivery of consultations and surveys of clients and stakeholders as required for projects

### **General**

- > A requirement of the role will include supporting other members of staff in the Business Team and Groundwork CLM during periods of absence, annual leave, or specific project requirements.

# Person Specification

(requirements of the job holder)

## Assessment Method Key –

A (application form), I (interview), P (presentation), E (exercise), R (role play)

	Essential (E)	Desirable (D)	Assessment Method
<b>Education, Training &amp; Qualifications</b>			
GCSE qualifications at Grade C or above in English & Maths	✓		A
Training courses/qualifications in place marketing, BIDs or economic development		✓	A
<b>Experience</b>			
Experience of working in a client based environment i.e. Customer Services, Client Relationships Management	✓		A
Managing contracts with relationships with clients and suppliers, co-ordinating and compiling content for all media platforms i.e. website, social media, press and e-comms	✓		A
Experience of co-ordinating meetings and events	✓		A
Experience of working with a range of organisations to influence opinions and behaviours	✓		I
Experience of working in a multidisciplinary environment with partners from public and private sectors		✓	I
Utilising ICT to manage data collection, communications in particular on-line tools including CRMs, survey tools, e-marketing tools and websites		✓	I

	Essential (E)	Desirable (D)	Assessment Method
<b>Knowledge</b>			
Knowledge and awareness of BIDs in relevant settings e.g. business parks/town centres		✓	I
Knowledge of Project Management principles		✓	I
<b>Skills and Abilities</b>			
Ability to work with and gain the co-operation of people and organisations	✓		I
Effective communication skills and the ability to communicate complex issues both in writing and verbally	✓		A
Ability to manage own workloads, deal with demands and deadlines	✓		I
Ability to produce clear, concise and effect written reports	✓		I
Ability to analyse and present complex quantative and qualitative information	✓		I
A creative approach to marketing, events and service delivery	✓		A
<b>Personal Qualities and Commitments</b>			
A commitment to understand and follow all Groundwork core policies in all work practices	✓		A
A demonstrable commitment to the aims and objectives of Groundwork, ensuring awareness of the up to date Mission and Vision statements	✓		A
Willingness to work out of hours, including occasional evenings, some weekends when required	✓		A / I
Willingness to attend departmental/trust meetings/training events as and when required	✓		A
Access to own transport in the course of your duties	✓		A

Note to applicant:

Should you have any questions about the assessment methods, please don't hesitate to contact HR on 01942 821444 who will be happy to answer any questions and/or address any specific requirements or reasonable adjustments.

# >> How to apply

## Interested?

To apply for this position, please complete the application pack available on our website, located here:

<https://groundwork.org.uk/about-groundwork/careers-across-groundwork>

Please return your application before the closing date via email to:

**Email:** [recruitment@groundwork.org.uk](mailto:recruitment@groundwork.org.uk)

Alternatively, applications can be sent via post to:

**Post:** Groundwork CLM Recruitment  
74 - 80 Hallgate  
Wigan  
WN1 1HP

**Tel:** 01942 821 444

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