

Role Profile

Part A - Grade & Structure Information

Job Family Code	8BF	Role Title	Community Activator
Grade	PS8	Reports to (role title)	Supported Employment Operations Manager
		Directorate/School	Place
JE Band	269-313	Service/Department	Economy & Growth
		Date Role Profile was created	Sep-26

Part B - Job Family Description

The below profile describes the general nature of work performed at this level as set out in the job family. It is not intended to be a detailed list of all duties and responsibilities which may be required. The role will be further defined by annual objectives, which will be developed with the role holder. The Council reserves the right to review and amend the job families on a regular basis.

Role Purpose including key outputs	As a Community Activator, you will be responsible for generating high-quality referrals into Surrey's employment support programmes, including Connect to Work and WorkWell. You will work in communities alongside stakeholder organisations to develop strong relationships thereby developing and maintaining referral pipelines from priority cohorts, communities and geographic locations, ensuring residents who face barriers to employment are identified early and connected to the right support. Using programme data, local intelligence and stakeholder engagement plans, you will target underrepresented groups and communities with low engagement in employment services and convert engagement activity into tangible referral outcomes. Working at a grassroots level, you will take strategic priorities and referral targets and deliver them on the ground, building trusted relationships with organisations and individuals that can identify, influence and refer potential participants. Acting as a community coach and engagement specialist, you will work directly with community organisations, faith groups, voluntary sector partners, health services, and frontline professionals to increase their confidence and capability to identify suitable residents and make effective referrals. You will support partners to embed referral pathways into their day-to-day practice, creating sustainable networks that generate a consistent flow of appropriate referrals into Surrey's employment support programmes whilst securing long-term partnerships. You will spend considerable time within communities, building trust, developing local intelligence and creating informed opportunities to engage residents who may not otherwise access support. Through targeted outreach, relationship management, coaching and partnership development, you will ensure that strategic engagement plans are translated into practical activity that delivers measurable referral outcomes and contributes to programme performance targets, contract requirements and improved economic outcomes for Surrey residents. ☐ ☐
--	--

Work Context	The Community Activator sits at the centre of supported employment delivery, ensuring that communities, referral partners and residents are engaged and benefitting from our work with delivery coordinated across multiple workstreams. This role ensures that the Supported Employment function is also embedded across Economy & Growth, actively seeking collaborative opportunities to maximise the benefits through horizontal working and cross-programme benefits which deliver person-centred benefits for our residents. The employment support functions within Economy & Growth oversee the strategic and operational oversight and delivery of programmes which support Surrey residents to find, maintain and remain in work. Currently these programmes are funded through DWP through Connect to Work and WorkWell. Integration of these programmes is a primary principle to provide a single coherent front door of support for residents, businesses and employers and is underpinned as our foundational way of working across Economy & Growth. The postholder as a result will need to work intersectionally across a range of economy and growth functions. The Connect to Work programme in Surrey has a value of up to £10m for up to five years. At peak, support will be provided to 900 participants per year via established employment support models, centred around Employment Specialists who will work with individuals and employers. As part of a more localised approach, local authorities have been confirmed as Accountable Bodies for this programme and Surrey County Council is developing a hybrid model to include a new internal delivery team alongside some procured delivery. Surrey County Council has been appointed as the Local Accountable Body for the delivery of the national WorkWell programme across the Surrey and Sussex ICB area. WorkWell 2 is built on a simple but powerful principle: early intervention in employment support interventions works. By offering timely, preventative support, the programme aims to help people overcome emerging health related barriers before they escalate into long term worklessness or economic inactivity. By the end of the contract term in 2029, it will have supported up to 3,765 Surrey residents to overcome health-related barriers to return and maintain employment.
Line management responsibility if applicable	N/A
Budget responsibility if applicable	N/A
Representative Accountabilities Typical accountabilities in roles at this level in this job family	Analysis, Reporting & Documentation • Prepare and analyse management information, including financial reports / project plans, recommending actions as appropriate. • Maintain, develop and review business support systems, processes and procedures to secure a quality, cost effective service and continuous improvement. Service Delivery • Deliver a range of specialist services advising and assisting customers in area of expertise, to maximise service quality, efficiency and continuity. • Maintains knowledge of the organisation's current systems, policies and procedures. • Resolve issues/queries independently, recommend alternative solutions if unable to assist, and ensure efficient, day-to-day customer service is delivered. Planning & Organising • Monitor service objectives and standards within own area of work to ensure effective service delivery. • Plan and prioritise own work activities for the months ahead, to ensure operational efficiency. Respond effectively to changing demands, adjusting priorities as needed. Finance/Resource Management • Assist budget/resource management in accordance with the organisation's policies and procedures. • Maintains, develops and reviews financial support systems, processes and procedures. Work with others • Liaise, communicate and build relationships with other internal departments, customers, partner organisations, agencies and/or contractors to support and represent the team/service.

	• Undertake and coordinate projects and reviews in a defined area of activity to support and enhance service delivery. People Management Either: • Manage staff, allocating and prioritising their work and manage performance to secure efficient service delivery. • Oversee the work of others as the most experienced team member. And/Or: • Operate as an individual maintaining and improving operational efficiency and quality of service of own area. • May be recognised as the main point of contact for a particular specialised process, system or procedure or for a senior member of staff. Duties for all Values: To uphold the values and behaviours of the organisation. Equality & Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity. Health, Safety & Welfare: To work alongside colleagues in the maintenance of a safe working environment reporting incidents, accidents, repairs and maintenance promptly and taking appropriate action as required. Adherence to safe working under the health and safety policy is required. To have regard to and comply with safeguarding policy and procedure as appropriate.
Education, Knowledge, Skills & Abilities, Experience and Personal Characteristics	• Educated to 'A' level standard, or able to evidence ability at an equivalent level. • Professional business qualification to NVQ Level 4, or able to evidence knowledge and understanding of appropriate business disciplines; willingness to study for a relevant professional qualification if appropriate. • For some roles a relevant degree may be required. • Excellent IT skills. • Excellent written and oral communication skills with the ability to build sound relationships with customers, adapting styles to different situations. • High level administrative/organisational and analytical skills. • Ability to manage a range of projects through to completion. • Effective interpersonal, influencing and negotiation skills. • Practical experience and understanding of business supporting service teams and/or providing support to the public (where appropriate). • Experience of leading a team (where appropriate).

Details of the specific qualifications and/or experience if required for the role in line with the above description	Essential - Experience of generating referrals, leads, participants or service uptake through community outreach, engagement or partnership activity. - Experience of building and maintaining productive relationships with a wide range of stakeholders, including community groups, voluntary and faith organisations, public sector partners and service providers. - Experience of working directly with communities to engage individuals who face barriers to employment, education, health or wider support services. - Experience of planning, promoting and delivering events, outreach activities, workshops, presentations, information sessions or community events to maximise engagement and attendance - Experience of influencing and supporting organisations to adopt new ways of working, referral processes or service pathways. - Experience of using data, intelligence or performance information to target activity and improve outcomes. - Experience of working in employment support, skills, health, wellbeing, social inclusion, community development or related services. - Experience of working independently in community settings whilst managing multiple priorities and competing demands. - Experience of gathering, generating and presenting information and content across a wide range of formats including social media, newsletters and websites - Experience of monitoring activity, maintaining records and reporting against targets or performance measures. Desirable - Experience of working within Supported Employment programmes such as Connect to Work, WorkWell, IPS or other employment support services. - Experience of participant recruitment or referral generation for DWP, health, skills or local authority-funded programmes. - Experience of working with communities experiencing economic inactivity, long-term health conditions, disabilities or multiple disadvantages. - Experience of partnership working across health, social care, voluntary sector and employment support systems. - Experience of working within local government or publicly funded programmes.
Role Summary	Roles at this level may manage a straightforward operational activity or small team, provide specialist support services or they may be in the second year of a professional career development role. They have in-depth knowledge of methods, systems and procedures and possess practical understanding in one or more disciplines, for example finance, HR, communications, facilities, procurement. They are often process 'experts' seeking to deliver maximum efficiency within a defined process. A thorough knowledge of their own area or discipline is required although overall supervision from a more experienced professional is in place. They work collaboratively with customers, staff, partner organisations, agencies and/or contractors and play a major role in maintaining quality standards and/or engaging in project management.
Reference Number	BM-2026-333

Copyright © 2019 Surrey County Council