

Your Co-op Role Profile

Role Title	Member Engagement Activator	Work Level	6B
Purpose	To enable our member owners to connect with our Co-op locally, through the design and delivery of activities and engagement opportunities which bring to life all aspects of our membership value proposition. To foster collaboration and mutual support between key stakeholders through local networks including members, colleagues, elected members and like-minded partners including from the wider co-operative movement to promote our co-operative values and generate value for our members and the wider community.		
Reports to	Regional Member Engagement Manager	Line Manager of	No direct reports
Contribution	<ul style="list-style-type: none"> • Develop a local community and member participation plan annually, which is guided by membership value priorities, tailored to circumstances in their area and delivered through member engagement opportunities using defined themes throughout the year • Grow a network of members, colleagues and community partners to form local forums, supported by a local digital network which connects our member-owners to activity in their area • Connect with local causes and be the link to other strategic community partners, including the national charity partner, Co-op Foundation and Academies that are important to our members and demonstrate the local relevance of our support • Encourage members to engage as owners through the democratic process and other participation opportunities, delivering local member engagement activities and connecting with Members' Council representatives assisting them to engage with members in their constituency • Provide opportunities for members to learn more about their Co-op and the wider movement as part of a programme of co-operative members education, training and information (CMETI), promoting our campaigns and sustainability agenda and broadening an understanding of our co-op vision • Drive a One Co-op approach locally, connecting with Food, Funeralcare and other businesses including NISA and develop joint initiatives and positive relationships with Independent Co-operative Societies and the wider movement in the area • Demonstrate impact by reporting on activity and providing case studies to support our communications plan 		
Behaviours	<ul style="list-style-type: none"> • Inspirational Communication – need to display ability to communicate internally and externally at multiple levels being a champion for our Co-op • Future Focused - keep up to date with information about Co-op and its future strategies and benefits they provide to our colleagues, members and their community. • Forging Relationships - take action to build and maintain trusted relationships, to understand and support my colleagues. 		

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	<ul style="list-style-type: none"> • Vision & Belief - passionate about Co-op's vision and beliefs and ensure they are at the heart of everything they do. • Championing Co-op - actively promote Co-op, its people and its unique way of doing business, inside and outside of work.
Empowered to	<ul style="list-style-type: none"> • Develop and deliver local engagement opportunities aligned to our vision, targeting communities where we will have the greatest impact • Engage with operational colleagues from Food, Funeralcare and other businesses to ensure strategic local activity is highlighted and supported • Drive the development of Local Forums, bringing together members, colleagues, local causes and community partners • Develop and maintain a high profile within the business and in the community more broadly, through social media and digital networks • Connect with Members' Council representatives to jointly identify ways for members to connect with their Co-op locally • Maintain close connection with Independent Co-operative Societies and the wider co-operative movement in the area • Manage an area budget and report on activity spend/time.
Capabilities	<ul style="list-style-type: none"> • Excellent understanding of and belief in our co-op difference • The ability to self-manage time and activity • Work remotely and as part of a wider team • Good stakeholder management skills, with the ability to engage at multiple levels and build effective networks in an inclusive environment. • Good communication skills, including use of digital / social media channels • Good knowledge of O365 products • Ability to create engagement and activity plans • Ability to travel within defined area • Flexible with working time/days including evenings and weekends when required • Live within defined geographical location for area assigned • Ability to adapt to change • Ability to drive (preferred)
Work Level Descriptor	<p>Accountability</p> <ul style="list-style-type: none"> • Technical specialists or junior operational managers, working with minimal guidance. <p>Impact</p> <ul style="list-style-type: none"> • Supports and promotes a culture of inclusivity through the actions they take. • As an individual contributor, provides thought leadership to determine the most effective approach to challenges within own area of expertise. <p>Co-operation</p>

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- Contributes to short-term planning within the team and collaborates with peers to deliver great work that enables the team to succeed.
- Identifies and shares opportunities to improve the way the Co-op operates, to successfully achieve our vision.