

Job Profile

Post:	Community Activity Co-ordinator
Reporting to:	WHC Chief Executive Officer
Access to:	Core WHC office and The Rum Story team, alongside specialist knowledge and support of retained consultants and contractors in areas such as finance, marketing, operations and facilities management
Working with:	Osprey Management Group, main operator of The Edge

Purpose

Whitehaven Harbour Commissioners (WHC) are seeking a Community Activity Co-ordinator for 'The Edge', Cumbria's new-build Coastal Activities Centre due to open this summer on the harbourside in Whitehaven, West Cumbria.

The Edge has a unique and exciting purpose, not just for water sports and other outdoor activities but a multitude of uses from community workshops to cultural events, as well as offering a range of usable spaces, accessible toilets, changing rooms, a café and overnight accommodation. Its location at the start of the C2C cycle route and on the Cumbria Coastal Way, with access to the outer harbour, will also open doors to developing the commercial aspects of a large and expanding market.

The facility will be managed by a main operator, local hospitality specialists Osprey Management Group, who will work with the WHC team and other partners to deliver a variety of outputs and outcomes for the benefit of the community.

Our new Community Activity Co-ordinator role is a fixed-term post starting before the centre launches and running for 18 months (with potential to be extended, subject to future funding). The successful candidate will develop strong and lasting relationships between all those connected with The Edge and its stakeholders. They will be responsible for identifying and developing options for community activities – from service providers to potential users – as well as organising and overseeing events that make the best use of the multi-functional spaces, working with a small but experienced team on the centre's wider promotion.

The exciting £5m Edge project has been made possible with funding from Sellafield Ltd's Social Impact Multiplied – SiX – programme and the Coastal Communities Fund.

The centre's overarching aims are to:

- provide a range of leisure activities; the centre has been developed to ensure activities are not restricted to water sports but will provide a broad range of options to attract and serve the wider community
- increase local participation in recreational, educational and cultural activities, which will positively impact on physical and mental wellbeing
- provide direct employment; given our location, it is anticipated that most of the jobs created will come from within local coastal communities
- increase opportunities for training in outdoor adventure and exploration tourism
- boost visitor numbers to the Cumbrian coast; this will in turn increase visitor spend within the local economy

WHC is a not-for-profit organisation, responsible for safely managing and maintaining Whitehaven Harbour and its environs for the benefit of all. We are committed to optimising our commercial revenues in order to continually improve by reinvesting in our assets, ensuring all those assets are managed and proactively maintained to provide a safe, sustainable and enjoyable environment and experience for all users.

At the heart of the community, we celebrate our 400-year history to drive the future and protect the legacy of this unique local institution.

We are proud of our core values. We will:

- actively listen and put people at the heart of what we do
- treat people fairly and inclusively, embracing equality and diversity
- be honest, open and transparent in our dealings with customers, colleagues and partners
- stand up and take responsibility for our actions
- provide a safe and secure environment for all
- strive for continuous improvement and a better future

Key duties and responsibilities of the role

- **Stakeholder engagement:**
 - You'll be the bridge between the community and The Edge's main operator; developing exciting new relationships and fostering seamless co-operation to ensure everyone benefits from this exciting venture, from local residents to community groups and larger organisations
 - Craft a range of strategies aimed at hooking national and international tourists and activity enthusiasts
 - Maintain positive relationships with sponsors, funders and partners; take the lead on regular monitoring and reporting, as required
- **Programme and event co-ordination:**
 - Identify and collaborate with providers and community groups to offer a diverse range of activities, catering for a variety of interests at all levels; from water sports to arts and culture, you will have an ability to get people through the door and keep them coming back for more
 - Work with external stakeholders and community groups to create a well-rounded calendar of events that aligns with The Edge's outputs and outcomes
 - Liaise with providers to organise and oversee the successful execution of workshops, courses and events
 - Oversee logistics for external bookings of courses and workshops as well as general enquiries
- **Marketing and PR:**
 - Develop and implement PR campaigns and marketing strategies to raise awareness of The Edge among local and national audiences, perhaps even international

- Represent the organisation, and raise awareness of the centre, at tourism events, trade shows, community gatherings and festivals to build partnerships and increase visibility
- **Financial oversight:**
 - Manage the budget for community activities, ensuring financial sustainability
 - Provide regular, robust scrutiny of funded activities to ensure best practice and value for money
 - Work with the CEO and wider team to monitor and report on performance against grant funding milestones to meet all compliance requirements and objectives
- **Collaboration:**
 - Work closely with The Edge's main operator to ensure smooth access to facilities for community groups, demonstrating seamless co-operation between all parties
- **Sustainable use of the facility:**
 - Ensure The Edge thrives not just today but for years to come. Work with the CEO, wider staff team and volunteer Board of Commissioners to identify opportunities to support the provision of community activities beyond the current programme
 - Develop credible funding bids for submission by WHC
 - Secure funding to enable delivery of an ongoing programme of community activities that will help tackle many of the common barriers to engagement and participation
 - Support the CEO in finding ways to extend the fixed term of the Community Activity Co-ordinator role, and help the wider team to implement strategies that guarantee long-term success of the centre
 - Optimise the use of the facilities, from outdoor spaces to indoor community areas, and from the café to overnight accommodation, all with the aim of supporting the centre's long-term sustainability
- **Monitoring and reporting:**
 - Work with the CEO to evaluate the impact of the project; this could be through data capture to support a robust impact assessment, ongoing monitoring, or independent evaluation with in-depth analysis, to report on The Edge project's aims, objectives, outputs and outcomes; providing tangible evidence of the benefits of the current phase and in turn opening doors to further funding

Person specification

Essential

- Proven experience in community engagement and event planning
- Excellent communication, interpersonal and organisational skills
- Creative and resourceful with a passion for outdoor and indoor recreation and community development

- Effective marketing and promotional skills with an ability to develop and execute successful marketing campaigns
- Strong presentation skills
- Experience of budget management and financial responsibility
- Keen networker, excellent relationship-building and the ability to collaborate effectively with diverse stakeholders
- Effective management of time and resources
- Passion for WHC's Vision and culture
- Proficient in Microsoft Office applications and comfortable with using most standard social media platforms
- Full, clean driving licence

Desirable

- Self-motivated
- Flexible/adaptable to changing business needs
- Ability to identify new opportunities
- An understanding of the relationship between WHC, its key partners and all the stakeholders that support its day-to-day operations
- Use of own vehicle for commuting and travel
- Interest in Whitehaven's history and heritage
- Emergency First Aid at Work training
- Fire Marshal certificate
- Safeguarding training
- Knowledge of the Port Marine Safety Code and associated Guide to Good Practice

Headline terms & conditions

Contract: Fixed term appointment for 18 months (with the option to extend, subject to further funding being secured).

Start date: Successful candidate to start immediately or as soon as available

Salary: £14.00 per hour / equivalent of just over £25k pa

Hours: 35 hours per week

Annual leave: 25 days plus all statutory bank holidays

Probation period: Three months (during which the notice period on either side will be one week)

Notice period: Two full calendar months

Pension: WHC operates an auto-enrolment pension scheme through Nest.

Working arrangements: We are a seven-day operation and most of our full-time employees work five days a week with 1hr unpaid lunch break each day. Weekend work is likely, and occasional evening work may be required, with some weeks involving the post-holder working more than 35 hours, for which time off in lieu will be given.

WHC is responsive to flexible working requests and will take a collaborative approach to finding the right solution for the individual, The Edge project and the wider organisation.

Location: Based at WHC's main office in Whitehaven and around the wider estate; there will also be opportunity to travel within Cumbria and potentially further afield.



Additional employee benefits: Staff discount in The Rum Story shop; free parking on most WHC car parks.

Application information

How to apply: Please submit your CV and a covering letter, addressed to CEO Deanne Shallcross, to Lynn Denvir, Office Administrator for Whitehaven Harbour Commissioners, 27 Lowther Street, Whitehaven, CA28 7DN or email lynn@whitehavenhc.org.uk

Deadline for applications: 10am on Wednesday 19th March 2025.

Interviews: w/c 31st March 2025.

Further information: If you have any questions or would like an informal discussion about the role before applying, please contact our CEO Deanne Shallcross by emailing deanne@whitehavenhc.org.uk or calling 01946 590515.

Start date: Immediately, or as soon as successful candidate is available.

Equal opportunities statement: WHC are committed to promoting equal opportunities in employment. All job applicants receive equal treatment regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation (protected characteristics).

We are required by law to ensure all employees are entitled to work in the UK. Prospective employees, regardless of nationality, must be able to produce original documents before employment starts, to satisfy current immigration legislation.