



Role profile

Job Title:	Regional Park Engagement Officer	Grade:	12
Department:	Major Projects and PDU	Post no.:	
Directorate:	Economy and Sustainability	Location:	Perceval House

Role reports to:	Chief Programme Officer, Regional Park
Direct reports:	None
Indirect reports:	External Consultants Projects Delivery Unit Facilities management and IT Ealing staff working on the project Communications
Term:	Full Time, 2.5 year fixed term contract

Job description

Recruitment practices to safeguard and promote the welfare of children and/or vulnerable adults apply to this post in addition to the requirement to obtain a Disclosure and Barring Service (DBS) check.

Purpose of role

- To ensure the community plays a meaningful, visible, and influential role in shaping the Regional Park project.
- To deliver inclusive and wide-reaching community engagement, with a particular emphasis on young people and traditionally under-represented groups, reflecting Ealing's diverse communities.
- To ensure community ideas are clearly visible in:
 - The project's innovative Business Plan.
 - The physical design of the Regional Park trail, Horsenden Farm, and Churchfields Hub.
 - The overall identity and branding of the Regional Park.
- To create a genuine sense of community ownership, pride, and active support for the Regional Park project.
- To foster public understanding and recognition—both within and outside the project—that the Regional Park is community-shaped and reflective of local

aspirations and identity.

Key accountabilities

- Act as the primary contact for key project partners, including Let's Go Southall, a specialist youth engagement organisation (to be procured), Ealing Parks Foundation, and Ealing Parks Forum.
- Champion equality, diversity, and inclusion in all engagement activities, ensuring under-represented voices are heard and valued.
- Collaborate with internal departments and external partners to ensure alignment and integration of engagement activities across the project.
- Design and facilitate inclusive workshops and consultation activities that reflect best practices in community engagement and co-design.
- Develop and implement digital engagement strategies, including the use of social media and online platforms, to broaden community participation.
- Develop and lead on innovative community engagement activities, ensuring inclusive participation from Ealing's diverse communities, especially young people and traditionally under-represented groups.
- Document and evaluate community feedback with accuracy and transparency, ensuring it informs project decisions and is shared with stakeholders.
- Establish and maintain strong relationships with existing local volunteer groups (e.g., LAGER Can, CURB, friends groups), proactively supporting and celebrating their contributions.
- Facilitate community input into the business planning process, actively seeking innovative, community-led income-generating ideas.
- Facilitate genuine co-design opportunities, creating structured processes for the community to influence the business plan, physical improvements, and identity of the Regional Park.
- Lead on developing, producing, and distributing a regular newsletter to inform and engage the community about the project's progress, upcoming opportunities, and successes.
- Manage sensitive community issues with professionalism and diplomacy, maintaining trust and constructive dialogue.
- Monitor and report on engagement outcomes, demonstrating impact and learning to inform future phases of the project.
- Organise and support targeted consultation and engagement events as required, ensuring community feedback is accurately captured, documented, and incorporated into project plans.
- Promote environmental sustainability and biodiversity through community education and involvement in relevant aspects of the park project.
- Promote volunteer activity widely, highlighting success stories and achievements

to attract new volunteers and strengthen existing groups.

- Support the development of community-led initiatives that align with the park's goals and values, fostering long-term stewardship.
- Support the delivery of the West London Regional Park Partnership Working Group Meetings
- Work closely with landscape architects to ensure the community's ideas directly shape the design of the Regional Park trail and key nodes within the park.

Key performance indicators

- Diversity and reach of engagement, especially young people and under-represented groups.
- Community satisfaction with involvement in shaping the regional park (captured via surveys).
- Growth and engagement levels of newsletter subscribers.
- Community awareness of the park as a community-shaped project.
- Increased volunteer participation with partner groups.
- Positive feedback from volunteer groups on support provided.
- Attendance diversity and positive feedback from engagement activities.
- Evidence of community influence in park identity, business plan, and physical design.
- Positive community perceptions of the park's reflection of local heritage and aspirations.

Key relationships (internal and external)

Internal

- Chief Programme Officer – Regional Park
- Landscape Architects and design teams
- Assistant Director Major Projects
- Assistant Director Leisure
- Project Delivery Unit (PDU)
- Parks and Leisure Services
- Regeneration and Communications teams

External

- Let's Go Southall
- Specialist youth engagement organisation (to be procured)
- Ealing Parks Foundation
- Ealing Parks Forum
- Local volunteer groups (e.g., LAGER Can, CURB, Friends groups)
- Local schools and educational institutions
- Community groups and networks across Ealing
- Local residents and businesses

Authority level

- As set out in the constitution and scheme of delegation
- Responsibility for oversight of engagement projects

Additional Requirements

- Ability to work flexibly, including attending occasional evening and weekend meetings or events.
- Commitment to equality, diversity, and inclusion, with proven experience in engaging under-represented community groups.
- Excellent interpersonal, communication, and negotiation skills with the ability to build strong, trusting relationships.
- Competent IT skills, particularly in preparing engaging materials for presentations, newsletters, social media, and other communication platforms.
- Ability to travel independently within Ealing to various engagement activities and events.
- Experience or willingness to learn digital engagement tools and platforms for community co-design.
- Understanding of, and genuine commitment to, environmental sustainability and biodiversity issues.
- Experience of managing sensitive community issues effectively, diplomatically, and professionally.
- Any other duties appropriate to the post and grade

Person specification

Community and partnership working are essential for all roles as are a commitment to Equality, Diversity and Inclusion and ensuring Health and Safety at Work for everyone working at Ealing Council.

Recruitment practices to safeguard and promote the welfare of children and/or vulnerable adults apply to this post in addition to the requirement to obtain a Disclosure and Barring Service (DBS) check.

Essential knowledge, skills and abilities

Community Engagement and Co-design

1. Excellent understanding of community engagement techniques and best practice.
2. Knowledge of effective co-design approaches involving local communities.
3. Skilled in designing and facilitating engaging workshops and consultation activities.
4. Ability to reach and engage young people and traditionally under-represented groups effectively.

Communication and Interpersonal Skills

5. Exceptional communication and interpersonal skills, able to adapt style to different audiences.
6. Ability to build trust and strong relationships with diverse stakeholders, partners, and community groups.
7. Skilled in producing clear, engaging, and informative newsletters, presentations, and promotional materials.
8. Competent in the use of social media and digital platforms to engage community audiences.

Partnerships and Relationships

9. Experience of working collaboratively with internal departments and external organisations.
10. Ability to proactively support, celebrate, and strengthen community volunteer groups.
11. Strong negotiation skills to positively influence stakeholders and partners.

Organisational and Planning Skills

12. Excellent organisational skills, able to manage multiple engagement events and activities simultaneously.
13. Ability to work independently, taking initiative and prioritising tasks effectively.
14. Strong attention to detail and accuracy in documenting community feedback.

Values and Approach

15. Genuine commitment to equality, diversity, inclusion, and ensuring these values underpin engagement activities.
16. Commitment to environmental sustainability and biodiversity principles.
17. Ability to handle sensitive community issues professionally and diplomatically.

Essential qualification(s) and experience

1. Demonstrable experience in community engagement, community development, or related roles.
2. Experience in successfully delivering community co-design processes.
3. Proven track record of engaging diverse communities, particularly young people and traditionally under-represented groups.
4. Experience of collaborating with volunteer groups, community networks, or external organisations.
5. Experience of creating engaging written communications (newsletters,

promotional content, briefings, etc.).

6. Experience using digital engagement tools, platforms, and social media to communicate with community audiences.
7. Experience of reporting, evaluating, and demonstrating impact of community engagement activities.
8. Educated to degree level or equivalent professional experience in a relevant discipline (community development, environmental studies, communications, or similar).

Values and behaviours

Improving Lives for Residents	Trustworthy	Collaborative	Innovative	Accountable
<ul style="list-style-type: none"> Is passionate about making Ealing a better place. Can see and appreciate things from a resident point of view. Understands what people want and need. Encourages change to tackle underlying causes or issues. 	<ul style="list-style-type: none"> Does what they say they'll do on time. Is open and honest. Treats all people fairly. 	<ul style="list-style-type: none"> Ambitious and confident in leading partnerships Offers to share knowledge and ideas. Challenges constructively and respectfully listens to feedback. Overcomes barriers to develop our outcomes for residents. 	<ul style="list-style-type: none"> Tries out ways to do things better, faster and for less cost. Brings in ideas from outside to improve performance. Takes calculated risks to improve outcomes. Learns from mistakes and failures. 	<ul style="list-style-type: none"> Encourages all stakeholders to participate in decision making. Makes things happen. Acts on feedback to improve performance. Works to high standards