



Local Community Activator - West London

3 days per week, with scope for flexible hours

18 month fixed term contract

£27,000 - £30,000 pro rata, dependent on experience

When Covid-19 restrictions come to an end, this role will be predominantly based in and around Park Royal, west London, with some travel to Echo's offices in central or east London for team meetings and training. Until current guidelines change, this position will be remote and you will be supported to carry out your role digitally from home.

Background

About Echo

Echo is an Economy of Hours: a marketplace without the money. We connect communities and power exchange, via our online platform (economyofhours.com) and our unique time-based currency, where everything and everyone is valued equally (1 Echo for 1 hour). Our mission is to foster more connected, inclusive communities by providing new ways to exchange, and valuing the contributions that everyone can make.

Since launching in east London in 2014, we've grown our network to more than 5000 diverse members - ranging from corporates to startups, residents to community groups - all trading time and skills using the Echo currency. We've also used our online network to power our offline social impact programmes, from our peer-to-peer business accelerator (Echo++) to our innovative take on grant-giving, the Community Chest. In 2020, Echo formed a deep partnership with Civic (civic.co), a social enterprise that delivers community-led neighbourhood change projects in the UK and globally. We are now working together as one team to expand Echo's impact and digital offering.

We're excited to be working with the Old Oak and Park Royal Development Corporation (OPDC) to bring Echo to west London, embedding it as a key part of OPDC's community engagement and regeneration strategy. We are recruiting an energetic and entrepreneurial Community Activator to help bring Echo to life in west London.

About OPDC

Old Oak and Park Royal is set to be the largest regeneration project in the capital since the London 2012 Olympics and Paralympic Games with HS2 building the UK's largest new station for over a century, right in the heart of Old Oak. The new Old Oak interchange will create the best-connected place in west London linking intercity services to eight of the UK's top ten cities with the Elizabeth line.

Over the next 20 years, Old Oak and Park Royal Development Corporation (OPDC), the Mayor of London's west London regeneration agency, will deliver thousands of new homes and jobs, and huge improvements to social and community amenities. Drawing on its rich heritage at the heart of west London's manufacturing and industry, Old Oak and Park Royal will become a new urban community where a thriving local economy supports a great place to work, visit and live. It will be an inclusive, accessible and diverse district, showcasing the very best practice in social and environmental placemaking and making a major contribution to London's role as a global city.

Echo will work closely with the economic, community and cultural teams at OPDC, complementing other projects and programmes in order to help develop skills, opportunities and connections for local people and businesses.

The role

As the Community Activator for west London, you'll be responsible for growing and nurturing the Echo community as we branch out into west London and take on the challenge of embedding Echo as part of the biggest urban regeneration project in the UK.

Working closely with the wider Echo team, you'll play a lead role in launching and growing the Echo network in west London. You'll be responsible for attracting new members, making connections, and growing peer-to-peer activity on the Echo platform. Working with the wider Echo team, you'll also play an important role in curating and delivering engaging events, and forging new partnerships. You'll utilise your local networks and existing knowledge of the area to get local people and businesses excited about Echo, and engage harder to reach groups in Echo activity.

This will be a challenging and diverse role, requiring creativity, adaptability and some serious determination and hard work to make the project a success. There'll be loads of opportunities to learn, build your network and shape this project as it develops.

Your responsibilities

Grow, nurture and activate the Echo network in west London

As the first port of call for Echo members in west London, you'll be responsible for recruiting and activating new members, brokering interesting and fruitful connections and growing Echo trading activity month on month. You'll embrace the challenge of growing a network digitally (whilst face-to-face interaction is limited as a result of Covid-19), and make smart use of social media and local online networking opportunities to connect with local people and businesses and recruit new members to join Echo.

Engage with a wide range of local stakeholders to ensure Echo's strategy meets local needs

Building on your own local knowledge, plus Echo's existing research and development work in the area, you will play a key role in shaping how Echo comes to life in this new location. Working alongside the wider Echo and OPDC teams, and in close consultation with local people and business, you'll be bold and imaginative about how this project takes shape, and will ensure that it meets local needs.

Take every opportunity to grow the Echo network and forge new partnerships

This is a huge part of the role! We're looking for someone who loves meeting people, getting out and about being an advocate for Echo. You'll seek out and attend events (digitally, or in person as Covid-restrictions ease) and find opportunities to spread the word about Echo and build new partnerships, in order to maximise our growth and impact.

Support with the design and delivery of creative and impactful events

Working closely with the wider Echo team, you'll be deeply involved in the delivery of Echo-powered events and workshops in west London (these could be anything from business-focused workshops on topics like social media and marketing, to more creative endeavours like a bread-making workshop or photography class). You'll feed into the design and content of events, as well as playing an important role in marketing, organising and hosting events (online to begin with, and hopefully in person before too long).

About you

You've got an entrepreneurial spirit

You're ready to make this project your own. You're a do-er, and can move quickly from idea to execution. You spot new opportunities, and aren't afraid to take risks. You're comfortable with a 'startup mentality' of learning as you go, and striving for constant iteration and improvement. You'll have prior experience of managing projects, and taking them from idea-stage to execution.

You're passionate about west London, and have existing local connections

We are looking for someone with a good knowledge of west London (ideally living in the area, or with a deep connection to it) - in particular the OPDC development area, which includes Old Oak Common and Park Royal. You'll understand the dynamics at play in an area undergoing rapid change and regeneration, and be passionate about creating a fairer, more inclusive future for west London.

You're great at stakeholder management

You're able to build great relationships with a wide range of stakeholders - from local residents to public sector organisations, corporates, funders and collaborators. You understand what's needed to get people on side and get them excited about your project.

You're a natural connector

You're a real people person who loves nothing more than getting out there and growing your network. You're thoughtful, inquisitive and a natural connector - you love joining the dots between people, skills, resources and ideas.

You're a great written and verbal communicator

You're versatile, and can turn your hand to engaging copywriting for our events programme, to writing reports for funders and stakeholders.

You're self-motivated and comfortable working independently

The nature of this role requires someone who is comfortable working on your own some of the time, and taking responsibility for managing your own workload and schedule. It also requires a certain degree of flexibility, with some evening and occasional weekend work (all compensated for by our time off in lieu policy).

You're excited by Echo

It goes without saying, but we'll say it anyway - you'll love the Echo model and concept, and be excited by the prospect of putting your own stamp on it and bringing it to life in a new place. You'll be keen to share your ideas for enhancing Echo with the wider team, and working collaboratively to bring these to life.

Benefits

- £27,000 - £30,000 pro rata, depending on experience
- A strong commitment to your personal and professional development, with access to loads of Echo workshops and training opportunities
- 3% employer contribution to your pension
- 25 days paid annual leave pro rata, plus public holidays

To apply

Send your application to Sarah Henderson on sarah@economyofhours.com with the subject line “[Your Name] / Community Activator Application” and:

- Tell us about yourself and why you want this role (in no more than 3 or 4 paragraphs)
- Attach your CV and/or link us to a LinkedIn profile or online portfolio

The closing date for the role is midday on Monday 18th January. Interviews will be held during the week commencing 25th January.

There is a 3-stage selection process:

1. Submission of CV and cover email as detailed above
2. An initial telephone / Zoom interview (20 mins)
3. A final round interview and a short task, via Zoom (60 mins)

Please don't hesitate to get in touch if you have any questions about the role - just email sarah@economyofhours.com.

Echo is an equal opportunity employer. We believe in the power of a diverse team, and are committed to creating an inclusive environment for all employees. You can view our Equal Opportunities policy [here](#).