



# Job Application Pack

## Engagement Manager

October 2021



**MANCHESTER PRIDE**  
Manchester One / 53 Portland Street / Manchester / M1 3LD / United Kingdom  
T: +44 (0)161 831 7700 / Email: [info@manchesterpride.com](mailto:info@manchesterpride.com)

VAT number: 915888380 Company number: 4671318 Registered Charity no: 1117848

Dear Applicant,

**RE: Joining The Team at Manchester Pride**

Thank you for showing an interest in joining the team here at Manchester Pride.

To help you with your application, please find attached some further information about our charity and a detailed specification for the role of Engagement Manager.

The recruitment process includes two stages – the submission of your CV and covering letter, followed by a face to face interview (either via video call or in person - subject to advised restrictions at the time of interview) at which you will be asked to present your response to a brief which will be outlined to shortlisted candidates.

Throughout the process we may opt to include a third stage either with an informal telephone conversation or further formal presentation based interview.

To kick things off, you will need to submit your application either via email or post. The deadline for applications is Sunday 31st October 2021. Details of where to send your completed application form can be found in the notes.

If you have any questions about the process or would like an informal chat about the role, please do not hesitate to contact our Team Administrator, Robbie Taylor at [robbie@manchesterpride.com](mailto:robbie@manchesterpride.com), stating the role title in the subject heading.

Best of luck with your application.

Mark Fletcher

**CEO**

## **About Manchester Pride**

Underpinned by an exciting post pandemic strategy, Manchester Pride is a multi-million pound turnover not-for-profit organisation committed to creating a city - and a world - where people are able to live and love free from discrimination.

We campaign for equality; challenge discrimination; create opportunities for engagement and participation; celebrate lesbian, gay, bisexual and transgender life; and fundraise to enrich and empower LGBTQ+ organisations, charities and communities in Greater Manchester.

We are most famous for our annual programme of Lesbian, Gay, Bisexual, Trans, Queer and Inclusive (LGBTQ+) events in Greater Manchester which each year bring more than 200,000 people together to celebrate queer life.

Our programme includes the Manchester Pride Spring Benefit, events recognising International Day Against Homophobia, Biphobia and Transphobia (IDAHOBIT), our year-round calendar of culture, Superbia, our Community Engagement projects including Youth Pride MCR, our All Equals Charter supporting businesses and organisations recognise and challenge discrimination, and our flagship event, The Manchester Pride Festival, over August Bank Holiday.

Our events and community focussed initiatives are at the heart of our pandemic recovery strategy, which seek to reimagine our programme to deliver an internationally acclaimed and significantly enhanced experience for users befitting a city at the heart of the Northern Powerhouse.

To find out more about our events and initiatives check out our [website](#).

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## **Our Vision:**

A world where LGBTQ+ people are free to live and love without prejudice.

## **Our Mission:**

We are committed to improving the lives of LGBTQ+ people. We are part of a global pride movement that celebrates advancements in equality and challenges discrimination faced by LGBTQ+ people.

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## **Our Values:**

*Inclusivity:* We believe that everybody has a contribution to make regardless of any differences and in particular respect of their protected characteristics.

*Empowerment:* We believe that everybody should be supported to have the confidence and opportunity to live the way they want.

*Togetherness:* We believe that great things can be achieved through working with individuals, organisations and communities

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## **Our Goals:**

- Stage an annual world class celebration of LGBTQ+ life in Greater Manchester  
Maintain the position of the festival on its international platform, acting as a beacon for LGBTQ+ equality in Greater Manchester and throughout the world.
- Educate people on LGBTQ discrimination and take steps to reduce it  
Help the people of Greater Manchester and beyond to recognise, understand and challenge discrimination against LGBTQ+ people.
- Raise awareness and support for LGBTQ+ mental health  
Partner with third party organisations to deliver a programme of work designed to support the mental health and wellbeing of LGBTQ+ people in Greater Manchester.
- Support grassroots projects and initiatives that encourage the wellbeing of LGBTQ+ people in Greater Manchester  
Make packages available to provide essential support for projects and initiatives aimed at improving the lives of LGBTQ+ people in Greater Manchester.
- Increase representation for further marginalised sectors of LGBTQ+ communities  
Partner with third party organisations to deliver a programme of work designed to increase visibility and support the issues faced by further marginalised LGBTQ+ communities in Greater Manchester.

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**Role Description:** Engagement Manager

**Salary:** £30,000 (FT/12 month fixed term contract)

**Reports To:** Head of Engagement

**Place of Work:** Manchester City Centre (includes flexible home working)

### **Overall Responsibilities**

Responsible for the operational delivery of Manchester Pride's engagement programme, including projects and initiatives and building relationships with a diverse range of stakeholders.

### **Background:**

Manchester Pride is one of the UK's leading LGBTQ+ charities. Our vision is a world where LGBTQ+ people are free to live and love without prejudice, and we are committed to improving the lives of LGBTQ+ people in Greater Manchester and beyond. Manchester Pride is part of a global pride movement that celebrates advancements in equality and challenges discrimination faced by LGBTQ+ people.

We are currently looking for a passionate, people-centred and highly driven Engagement Manager who fully understands the nature of our work and wants to join a dedicated team focused on the improvement and enhancement of LGBTQ+ lives. The role is based at our City Centre office (flexible home working is also an option, however, we do require a candidate willing to be based in Manchester due to the delivery of engagement projects across the city region.)

The Engagement Manager role provides an exciting opportunity to develop our work in the community, extend the reach of, and also strengthen support for the charity. The role will encompass overall responsibility for overseeing the delivery of projects and initiatives that enable us to make a positive impact on the lives of LGBTQ+ people throughout Greater Manchester. You will be responsible for the operational implementation of the engagement strategy and the project management of our engagement programme and activities. You will also be responsible for the line management of the Community Engagement Officer.

The successful candidate will have strong project management and interpersonal skills, be a confident communicator and be able to build relationships quickly and meaningfully with a diverse range of stakeholders at all levels. They will demonstrate the ability to exercise diplomacy and be a skilled networker and influencer.

This is an extremely rewarding position which will see the successful candidate further cement Manchester Pride's role within the community and create opportunities to engage LGBTQ+ people, reduce social isolation and create a more connected society.

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## Specific Responsibilities

- Manage the operational implementation of Manchester Pride's engagement strategy and programme of activity
- End to end project management of Manchester Pride's engagement projects and initiatives (this includes our Youth Pride MCR programme, Superbia programme, community engagement activity, volunteer programme, ambassadors programme)
- Line manage the Community Engagement Officer and oversee the delivery of our community engagement and outreach
- Maintain and manage existing stakeholder relationships
- Build new relationships with key stakeholders across the city region
- Oversee and manage the implementation of Manchester Pride's grants programme
- Work closely with and support the Equality, Diversity and Inclusion Manager in the successful collaboration between our corporate and community engagement
- Work closely with and support our Partnerships Manager on the development of emerging corporate partnerships
- Provide support to the Head of Engagement in the strategic planning and delivery of the engagement strategy
- Work closely with the Community Engagement Officer in continuing to map out and identify all community stakeholders across Greater Manchester and develop a targeted and strategic approach to engaging those harder to reach communities
- Manage outcomes from Manchester Pride's community consultations and reviews
- Support the Events team with Business and Resident engagement plan in relation to Manchester Pride Festival
- Work closely with the Marketing team in developing relevant marketing tools required for engagement activity
- Work with Head of Engagement to identify new engagement opportunities for projects and create proposals for new activity
- Monitor and evaluate the effectiveness of engagement activity and project delivery, creating reports for senior management as required
- Research and keep up to date with current engagement practices and be aware of changes within the sector

The above list of duties is indicative only and not exhaustive. The successful candidate will be expected to perform all such additional duties as are reasonably commensurate with the role.

Please take note that due to the nature of our work, the flexibility to work outside normal office hours will be required.

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## **Skills, Experience and Qualifications**

### **Essential**

- A minimum of two years demonstrable experience in a similar engagement and/or operational role
- Experience in the formulation, project management and successful delivery of new initiatives and strategies in a complex multi stakeholder environment
- Experience of managing projects and initiatives from conception through to delivery and evaluation
- Experience of managing key stakeholder relationships
- Experience managing team members
- An extensive understanding and awareness of issues LGBTQ+ people face
- Ability to work proactively and develop projects, initiatives and opportunities in line with the aims of the charity
- Exceptional organisational skills with the ability to deliver a high volume of quality work
- Passion for the promotion and advancement of equality
- Excellent customer service skills with exceptional communication and interpersonal skills
- Ability to meet deadlines and prioritise work
- Excellent written communication skills
- Attention to detail and accuracy
- Excellent reporting and presentation skills
- Excellent time management
- Proficient in IT
- Understanding of the core aims and objectives of Manchester Pride
- Flexibility and commitment

### **Desirable**

- Qualified to degree level or have extensive knowledge/work experience of a relevant field
- Knowledge of Greater Manchester's networks, stakeholders and community groups
- Full UK Driving licence

### **General - All staff are required to:**

- Familiarise themselves with the organisation's policies and procedures held on the HR system accessible by all staff at any time;

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- Uphold the Equal Opportunities, Anti-Harassment and Bullying Policies, ensuring effective implementation in all aspects of their work for the organisation;
- Act at all times within the organisation's rules, policies, procedures and any other statutory requirements;
- Be proactive, bring ideas, suggestions and contribute to business improvement.
- Undertake training as required;
- Attend staff and team meetings as required;
- Observe health and safety procedures in the workplace to ensure personal safety and to safeguard the interests and safety of colleagues, customers and visitors;
- Undertake other duties and responsibilities as appropriate since all staff are expected to work flexibly within their skills level to respond to changing priorities and make sure that customer needs and business objectives are met.

## **Application Process**

You will need to provide the following documentation to be eligible for the position:

1. A CV
2. Covering letter answering the following questions:
  - a. Explain your motivation to apply for this role and what you will bring to the role.
  - b. Explain what your priorities would be as the Engagement Manager at Manchester Pride
3. Completed Equal Monitoring Form (this will be detached and anonymised)

We want you to have every opportunity to shine and show us your talents - please let us know if there's anything we can do to make sure the assessment process works for you.

Your completed application will be reviewed by the senior management team, supported by an independent recruitment specialist who will then invite any suitable candidates to meet and discuss the role further in a formal interview.

Your completed application should be submitted by email to [robbie@manchesterpride.com](mailto:robbie@manchesterpride.com) or by post to: Engagement, Manchester Pride Ltd, Manchester One, 53 Portland Street, Manchester, M1 3LD.

Applications should be received no later than Sunday 31st October 2021.

## **EQUAL MONITORING FORM**

Manchester Pride is committed to supporting the principle of equal opportunities and operates a robust Equality Opportunities Policy. To help us to monitor the effectiveness of this policy, we

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request you to fill out this form. This form will be detached and kept separate to your application, and the information held herein will be kept securely and used for analysis purposes only.

**Please tick one box in each section.**

**MONITORING ETHNICITY**

Ethnic origin is not about nationality, place of birth or citizenship. It is about colour and broad ethnic groups. UK citizens can belong to any of the groups indicated.

**How would you describe your ethnic origin?**

<b>ASIAN OR ASIAN BRITISH</b>	
Bangladeshi	
Indian	
Pakistani	
Other Asian (please specify)	
<b>BLACK</b>	
Black African	
Black Caribbean	
Black British	
Black European	
Other Black	
<b>WHITE</b>	
White Eastern European	
White British	
White Irish	
White Western European (non-British)	
Other White	
<b>CHINESE OR CHINESE BRITISH</b>	
Chinese	
Chinese British	

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<b>DUAL HERITAGE</b>	
White and Black Caribbean	
White and Black African	
White and Asian	
Other Dual heritage	
<b>OTHER</b>	
Other Ethnic Background	
<b>PREFER NOT TO SAY</b>	
Prefer Not to Say	

## AGE

**Which age category do you fall into?**

Under 21		22 - 35		36 - 45	
46 - 55		55 +		Prefer Not To Say	

## DISABILITY

A disabled person is defined in law as someone who has an impairment that has a substantial and long-term effect on a person's ability to carry out normal day-to-day activities.

**Do you consider yourself to have a disability or long-term health condition?**

Yes		No		Prefer Not To Say	
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## GENDER

**Please select below:**

Man (inc trans man)		Woman (inc trans woman)	
Non-binary		In another way	

**Is your gender identity the same as you were assigned at birth?:**

Yes		No		Prefer Not To Say	
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## SEXUAL ORIENTATION

Please select below:

Gay or Lesbian		Bisexual or pansexual	
Heterosexual or straight		In another way	

## MARKETING SCREENING

Where did you hear about this position? (Please tick where appropriate)

Website (Please specify)		Word of mouth	
Other (Please specify)			

Please submit your application by email to [robbie@manchesterpride.com](mailto:robbie@manchesterpride.com), inserting the role title in the subject heading, or by post (marked as Private & Confidential) to:

Engagement  
Manchester Pride Limited  
Manchester One  
Manchester,  
M1 3LD

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