



## **ROLE DESCRIPTION**

<b>Job Title</b>	Social Value Officer (Bus Franchising)
<b>Salary Band</b>	SCP 24-26
<b>Reporting to</b>	Social Responsibility Lead
<b>Directorate</b>	Resources
<b>Service Area and sub area</b>	Corporate Development
<b>Team</b>	Strategic Development & Inclusion
<b>Political Restriction</b>	No

### **1. Primary Purpose of the Post**

To provide focused expertise, coordination and delivery of social value activity within the Bus Franchising Programme. The postholder will play a key role in ensuring social value is understood, embedded and prioritised throughout the procurement and implementation process. Acting as a subject matter expert, they will work closely with colleagues, bidders and stakeholders to identify opportunities, shape requirements, support evaluation, and ensure Social Value commitments are effectively monitored and reported.

### **2. Your responsibilities**

- Act as the primary Social Value contact within Bus Franchising, supporting teams, commissioners and procurement colleagues.
- Advocate for Social Value, ensuring it is prioritised and embedded throughout the franchising process.
- Attend and contribute to internal and external meetings, representing LCRCA's commitment to Social Value and requirements confidently and professionally.
- Develop and refine Social Value questions, evaluation criteria, and monitoring / measurement approaches.
- Engage with bidders to ensure they understand Social Value expectations, including responding to clarification questions.
- Support the evaluation of Social Value submissions during the tendering process.
- Build strong and collaborative working relationships across internal teams, stakeholders, and external partners.
- Produce clear high-quality reports, presentations and updates for a range of audiences, including senior leaders and governance boards.
- Identify, capture and promote best practice and opportunities to maximise Social Value with the Combined Authorities priorities.



- Contribute to monitoring and reporting processes to evidence delivery of Social Value commitments.
- Champion the Combined Authority's values and behaviours, ensuring inclusivity and equal opportunities are reflected in Social Value activity.

### **3. General Corporate Responsibilities**

- Continuously demonstrating the behaviours of LCR First, Respect and Action Focused
- Regular dialogue and positive business relationship building with internal and external colleagues
- Sharing knowledge and information with others
- Building personal and departmental credibility
- Ensuring customer focus, inclusion and value for money are at the heart of decision making and implementation
- Participating in work to continuously improve Social Value across LCRCA and Liverpool City Region
- To share and communicate a clear understanding of the LCRCA equality, diversity and inclusion priorities internally and externally.
- To adhere to LCRCA policy and procedure guidelines in all areas including Health and Safety.
- To carry out such other duties as may be directed, commensurate with the grading of the post.
- Participate in all aspects of training and development as directed and to use all relevant learning opportunities to improve personal skills to improve effectiveness and efficiency of service delivery.
- Promote understanding of and adherence to the Combined Authority's core values by modelling appropriate behaviours and encouraging others to do likewise.
- Represent and promote the work of the LCRCA and the wider LCR, locally, regionally and nationally.
- To share and communicate a clear understanding of the LCRCA equality, diversity and inclusion priorities internally and externally.
- To adhere to LCRCA policy and procedure guidelines in all areas including Health and Safety.
- To carry out such other duties as may be directed, commensurate with the grading of the post.

### **4. Recruitment Plan**

Competency Based Interview  
Assessment



## PERSON SPECIFICATION

**Job Title:** Social Value Lead (Franchising)

<b>Criteria</b>		
<b>Qualifications and Training</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Undergraduate degree or degree level apprenticeship in a related subject or relevant professional experience in Social Value	<b>E</b>	<b>A</b>

<b>Experience and knowledge</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Experience of applying Social Value measurement and reporting approaches	<b>D</b>	<b>A / I</b>
Previous experience managing own workload, using initiative and delivering results in a fast-paced environment	<b>E</b>	<b>A</b>
Experience of working in an advisory or specialist capacity, providing guidance to colleagues and or stakeholders	<b>E</b>	<b>A</b>
Experience of engaging with external stakeholders and building collaborative working relationships	<b>E</b>	<b>A / I</b>
Experience of preparing reports and presenting findings to senior colleagues.	<b>E</b>	<b>A</b>
Strong understanding of Social Value, its importance, and how it can be embedded through procurement and delivery	<b>E</b>	<b>I</b>
Knowledge of Social Value evaluation, monitoring and measurement approaches	<b>E</b>	<b>I</b>
Understanding of the local area, needs and priorities around Equality, Diversity, Inclusion and Social Value	<b>D</b>	<b>I</b>

<b>Skills and abilities</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Ability to act as a subject matter expert and provide confident, pragmatic advice	<b>E</b>	<b>A</b>
Ability to develop clear, proportionate Social Value requirements within procurement exercises	<b>E</b>	<b>A</b>



Strong written and verbal communication skills with the ability to explain complex issues clearly and persuasively	<b>E</b>	<b>A / I</b>
High-quality report writing and presentation skills, tailored to a variety of audiences	<b>D</b>	<b>A / I</b>
Ability to analyse information from a range of sources and translate into clear evaluation outputs.	<b>D</b>	<b>I</b>
Creative and practical approach to identifying Social Value opportunities	<b>D</b>	<b>I</b>
Ability to prioritise competing demands, work flexibly and meet deadlines	<b>E</b>	<b>A</b>
Strong stakeholder engagement and relationship management skills	<b>E</b>	<b>A</b>

<b>Personal Attributes</b>	<b>E = Essential</b> <b>D = Desirable</b>	<b>Identified By</b>
Resilience and adaptability	<b>E</b>	<b>I</b>
Collaborative and inclusive	<b>E</b>	<b>I</b>
Confident communicator	<b>E</b>	<b>I</b>

<b>Core Behavioural Competencies</b>	<b>E = Essential</b> <b>D = Desirable</b>	<b>Identified By</b>
Planning and organising	<b>E</b>	<b>I</b>
Stakeholder engagement	<b>E</b>	<b>I</b>
Decision making and judgement	<b>E</b>	<b>I</b>
Commitment to Equality Diversity and inclusion	<b>E</b>	<b>I</b>

#### **Key to Assessment Methods:**

KO – Knockout question	A - Application	P – Presentation	T - Test
FQ – Filter Question	I – Interview	E – Exercise	AC – Assessment