

ROLE DESCRIPTION

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

1. Primary Purpose of the Post
<p>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.</p>
2. Your responsibilities
<ul style="list-style-type: none"> • 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)

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

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

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



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

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

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

Key to Assessment Methods:

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