

Community Engagement & Insight Lead (Place Specialist)

Be part of a team dedicated to improving lives & strengthening communities across West Wales

Candidate Information Pack

Our Vision

A West Wales where
being active is part of
everyday life, for
everyone.

Find out more about us at www.activate.wales



The Role



Activate West Wales needs strong, consistent support for place-based, insight-led ways of working. Partners across the region, including local authorities, National Governing Bodies, health partners, schools, community organisations and the wider third sector, are at different stages in adopting more community (place) focussed approaches.



As part of our move to a new approach, we are **working with partners to strengthen skills and capability** in understanding community needs, applying insight, collaborating effectively, telling meaningful stories of change, and measuring what truly matters.

The Community Engagement & Insight Lead (Place Specialist) will connect partners, strengthen local planning, build shared understanding of community insight, support consistent impact measurement across West Wales, and support partners and communities to identify, shape and share powerful stories of change.



These stories will show how people become active, stay active, and overcome barriers, and will connect lived experience to the wider system changes needed to create greater and more equitable impact. This role fills a critical capacity gap in Activate West Wales and is a key enabler of whole system change.



Key Responsibilities

A. Partner Support & Place-Based Development

Work closely with partners to help them design and deliver place-based approaches.

Provide hands-on coaching to partners across local authorities, health, community and sport organisations.

Support partners to understand what “place” means in practice and apply it consistently.

Facilitate joint planning sessions that bring partners together around shared local priorities.

Strengthen relationships between organisations working in the same communities to reduce duplication and improve coordination.

Build partner capability and capacity to support a shift to place based working through a practical, responsive learning syllabus.



Key Responsibilities

B. Community Insight & Local Understanding

Gather, organise and interpret community and partner insight to build a strong understanding of what matters in each place.

Support partners to use community engagement methods that are accessible and meaningful.

Translate data and insight into simple, practical information that partners can act on.

Build and maintain shared place profiles and local insight summaries.

Ensure community voices inform partner decision-making and future planning across the region.

Identify themes, patterns and narratives within community insight that can inform learning, communications and system change.



Key Responsibilities

C. Impact Measurement & Learning

Support partners to develop evaluation approaches that are feasible, meaningful and aligned with shared outcomes.

Help partners measure what matters to communities, not just what is easiest to count.

Build a consistent approach to monitoring, evaluating and learning across the region.

Synthesise learning across multiple funded projects and share clear, accessible findings.

Connect qualitative stories and lived experience with wider evidence to strengthen the understanding of impact.

Contribute insight directly into Activate West Wales' strategy and investment decisions.



Key Responsibilities

D. System Support & Connectivity

Work closely with the Head of Strategic Partnerships to strengthen collaboration across the region.

Support system-wide coordination by connecting local work to wider regional priorities.

Support shared learning, barriers and opportunities to inform strategic conversations and system change.

Facilitate links between organisations to reduce duplication and strengthen collective action.

Support regional working groups, networks and learning spaces that encourage shared learning and understanding.



Key Responsibilities

E. Storytelling, Communications & Knowledge Exchange

Gather and share community stories that show how people become active, especially where there are inequalities or barriers.

Support people to tell their stories safely and confidently, with clear consent, safeguarding and respectful representation.








Link personal stories to the bigger picture, showing learning, collaboration and what needs to change.

Share stories in ways that inspire and inform, using digital channels and in-person events.

Make sure community voices are heard fairly, reflecting commitments to equity, inclusion and respect.



Expectations

-  Commit to ongoing learning and development, taking responsibility for building the skills and knowledge needed to excel in the role.
-  Promote a safe and healthy working environment, fulfilling relevant responsibilities under the Health and Safety at Work Act 1974 and following good practice.
-  Champion equality, diversity and inclusion, ensuring behaviours and decisions reflect fairness, respect, and a commitment to creating an inclusive culture for everyone
-  Manage information responsibly, following organisational standards and ensuring all personal or sensitive data is handled in full compliance with Data Protection legislation
-  Undertake additional duties as required, consistent with the scope and grade of the post, and contributing to the smooth running of the organisation.
-  Be flexible to role requirements, including occasional evening or weekend work, travel across the region, and occasional overnight stays.
-  The aim of this job specification is to give guidelines on your role, and responsibilities may change in line with the needs of the business
-  The ability to travel across Pembrokeshire, Carmarthenshire, Swansea and Neath Port Talbot.

Community Engagement & Insight
Lead (Place Specialist)
Personal Specification

Essential Experience & Skills

- Experience working with communities, partners or cross-sector systems
- Strong relationship-building, facilitation and partnership-working skills
- Experience gathering, analysing or translating community insight
- Ability to turn insight into practical action
- Experience in supporting organisations to plan personal development at an organisational level and the ability to evaluate their work
- Experience enabling individuals or communities to share stories or lived experience ethically and accessibly
- Strong judgement and awareness of risk in storytelling and communications
- Excellent communication skills, including producing clear and accessible summaries



Desirable Knowledge & Experience

- Experience in place-based, community engagement or systems-based approaches
- Knowledge of sport, physical activity, community development or public health
- Experience coordinating shared learning or evaluation across organisations
- Familiarity with social media platforms (particularly LinkedIn and Instagram)
- Experience curating learning events, showcases or community conversations.

We know that great candidates don't always meet every single requirement.

If you believe you can do this role, are passionate about working with communities and systems,

and are excited by learning and shaping the work as we go,

we would strongly encourage you to apply — or to start a conversation with us



Behaviours & Values

- Collaborative and generous in sharing learning
- Curious and motivated to understand what communities really need
- Patient, empathetic and able to meet partners where they are
- Practical and solutions-focused
- Committed to reducing inequalities and addressing structural barriers
- Ethically minded and reflective, with respect for lived experience, power and voice.



Community Engagement & Insight Lead (Place Specialist)

Further Information and
Recruitment Process

Remuneration

£38,000-£44,000 negotiable dependent upon experience, plus pension package.

Contract

Fixed Term Contract (24 Months)

Hours

Full time, **35 hours per week**, flexible working hours within core periods. There is an expectation that the role might need to attend events/meetings outside of core periods.

Location

The post holder will adopt an agile and hybrid working arrangement in line with the needs of the business; between home, in the field and at designated fixed office bases across West Wales.



How To Apply

As part of your application, please submit the following:

- **Your current CV**, detailing your professional experience, educational background and any other relevant information that supports your application
- **A letter** (no more than 2 pages of A4), highlighting your suitability for the role, referencing the requirements found in the person specification.

Both your CV and letter of application should be emailed to us at info@activate.wales

Please use the subject line: Community Engagement and Insight Lead Application – (Your Full Name)

Application Deadline: **June 1st 5pm**

Interviews will be on **June 11th or 12th**





Why This Role Matters

This role exists in a context of learning, experimentation and change. Activate West Wales and its partners are on a journey toward more place-based, insight-led and equitable ways of working — and we do not pretend to have all the answers.

The Community Engagement & Insight Lead plays a key role in helping the system learn as it goes: listening carefully to communities, supporting partners to reflect on what's working (and what isn't), and helping to shape the next steps together. This is an iterative role, where learning, adaptation and reflection are as important as delivery.

The role requires comfort with complexity and ambiguity, and a willingness to be open, curious and sometimes uncomfortable, recognising that meaningful system change rarely follows a straight line. By bringing together insight, stories, evidence and relationships from across West Wales, the role helps create a shared roadmap for change, shaped collectively over time.

Ultimately, this role helps the system move forward together, building trust, supporting learning, celebrating collaboration, and ensuring decisions are grounded in what matters to people and communities across West Wales.



A West Wales where being
active is part of everyday
life, for everyone.

www.activate.wales

Arweinydd Ymgysylltu a Dirnadaeth Cymunedol (Arbenigwr ar Le)

Byddwch yn rhan o dîm sy'n ymroddedig i wella bywydau a chryfhau cymunedau ledled Gorllewin Cymru

Pecyn Gwybodaeth i Ymgeiswyr

Ein Gweledigaeth

**Gorllewin Cymru lle mae
bod yn actif yn rhan o
fywyd bob dydd, i bawb**

Find out more about us at www.activate.wales



Pwrpas y Rôl



Mae angen cefnogaeth gref a chyson ar bartneriaeth Gorllewin Cymru Actif ar gyfer ffyrdd o weithio sy'n seiliedig ar le ac sy'n cael eu harwain gan ddirnadaeth. Mae partneriaid ar draws y rhanbarth, gan gynnwys awdurdodau lleol, Cyrff Rheoli Cenedlaethol, partneriaid iechyd, ysgolion, sefydliadau cymunedol a'r trydydd sector ehangach mewn gwahanol gamau o ran mabwysiadu dulliau sy'n canolbwyntio mwy ar y gymuned ('Lle') o weithredu.



Fel rhan o'n symud at ddull newydd, rydym yn gweithio gyda phartneriaid i gryfhau sgiliau a gallu i ddeall anghenion cymunedol, defnyddio dirnadaeth, cydweithredu'n effeithiol, adrodd straeon ystyrlon am newid, a mesur beth sydd wir yn bwysig. Bydd yr Arweinydd Ymgysylltu a Dirnadaeth Cymunedol (Arbenigwr ar Le) yn cysylltu partneriaid, yn cryfhau cynllunio lleol, yn meithrin dealltwriaeth gyffredin o ddirnadaeth gymunedol, yn cefnogi mesur effaith cyson ledled Gorllewin Cymru, ac yn cefnogi partneriaid a chymunedau i nodi, siapio a rhannu straeon pwerus am newid.



Bydd y straeon yma'n dangos sut mae pobl yn dod yn actif, yn aros yn actif, ac yn goresgyn rhwystrau, a byddant yn cysylltu profiad byw â'r newidiadau system ehangach sydd eu hangen i greu effaith fwy a mwy cyfartal. Mae'r rôl hon yn llenwi bwlch capasiti allweddol yn y Bartneriaeth ac mae'n alluogwr allweddol ar gyfer newid i'r system gyfan.



Cyfrifoldebau Allweddol

A. Cymorth Partneriaeth a Datblygu lleoliad

Gweithio'n agos gyda phartneriaid i'w helpu i ddylunio a chyflwyno dulliau sy'n seiliedig ar le.

Darparu hyfforddiant ymarferol i bartneriaid ar draws awdurdodau lleol a sefydliadau iechyd, cymunedol a chwaraeon.

Cefnogi partneriaid i ddeall beth mae "lle" yn ei olygu yn ymarferol a'i gymhwyso'n gyson.

Hwyluso sesiynau cynllunio ar y cyd sy'n dod â phartneriaid at ei gilydd o amgylch blaenoriaethau lleol a rennir.

Cryfhau perthnasoedd rhwng sefydliadau sy'n gweithio yn yr un cymunedau i leihau dyblygu a gwella cydlyn.

Meithrin gallu a chapasiti partneriaid i gefnogi symud at weithio sy'n seiliedig ar le drwy faes llafur dysgu ymarferol ac ymatebol.



Cyfrifoldebau Allweddol

B. Dirnadaeth Gymunedol a Dealltwriaeth Leol

Casglu, trefnu a dehongli dirnadaeth gymunedol a phartneriaid i feithrin dealltwriaeth gref o beth sy'n bwysig ym mhob lle.

Cefnogi partneriaid i ddefnyddio dulliau ymgysylltu cymunedol sy'n hygyrch ac yn ystyrlon.

Trosi data a dirnadaeth yn wybodaeth syml, ymarferol y gall partneriaid weithredu arni.

Meithrin a chynnal proffiliau lle a rennir a chrynodebau dirnadaeth lleol.

Sicrhau bod lleisiau cymunedol yn sail i benderfyniadau partneriaid a chynllunio ar gyfer y dyfodol ar draws y rhanbarth.

Nodi themâu, patrymau a naratif o fewn dirnadaeth gymunedol all fod yn sail i ddysgu, cyfathrebu a newid system.



Cyfrifoldebau Allweddol

C. Mesur Effaith a Dysgu

Cefnogi partneriaid i ddatblygu dulliau gwerthuso sy'n ymarferol, yn ystyrlon ac

cyd-fynd â chanlyniadau a rennir.

Helpu partneriaid i fesur beth sy'n bwysig i gymunedau, nid dim ond beth sydd hawsaf ei gyfrif.

Meithrin dull cyson o fonitro, gwerthuso a dysgu ar draws y rhanbarth.

Cyfuno'r dysgu ar draws nifer o brosiectau sy'n cael eu cyllido a rhannu canfyddiadau clir a hygyrch.

Cysylltu straeon ansoddol a phrofiad byw gyda thystiolaeth ehangach i gryfhau dealltwriaeth o effaith.

Cyfrannu dirnadaeth yn uniongyrchol at strategaeth a phenderfyniadau buddsoddi Gorllewin Cymru Actif.



Cyfrifoldebau Allweddol

D. Cefnogi'r System a Chysylltedd

Gweithio'n agos gyda'r Pennaeth Partneriaethau Strategol i gryfhau cydweithredu ar draws y rhanbarth.

Cefnogi cydlynu ar draws y system drwy gysylltu gwaith lleol â blaenoriaethau rhanbarthol ehangach.

Cefnogi dysgu, rhwystrau a chyfleoedd a rennir fel sail i sgysiau strategol a newid s ystem.

Hwyluso cysylltiadau rhwng sefydliadau i leihau dyblygu a chryfhau gweithredu ar y cyd.

Cefnogi gweithgorau, rhwydweithiau a gofod dysgu rhanbarthol sy'n annog dysgu a dealltwriaeth a rennir.



Cyfrifoldebau Allweddol

E. Adrodd Straeon, Cyfathrebu a Chyfnewid Gwybodaeth

Casglu a rhannu straeon cymunedol sy'n dangos sut mae pobl yn dod yn actif, yn enwedig lle mae anghydraddoldebau neu rwystrau.

Cefnogi pobl i adrodd eu straeon yn ddiogel ac yn hyderus, gyda chaniatâd clir, diogelu a chynrychiolaeth barchus.









Cysylltu straeon personol â'r darlun mwy, gan ddangos dysgu, cydweithredu a beth sydd angen newid.

Rhannu straeon mewn ffyrdd sy'n ysbrydoli ac yn llywio, gan ddefnyddio sianeli digidol a digwyddiadau wyneb yn wyneb.

Sicrhau bod lleisiau cymunedol yn cael eu clywed yn deg, gan adlewyrchu ymrwymïadau i degwch, cynhwysiant a pharch.



Disgwyliadau

-  Ymrwymo i ddysgu a datblygu parhaus, gan ysgwyddo cyfrifoldeb am feithrin y sgiliau a'r wybodaeth sydd eu hangen i ragori yn y rôl.
-  Hyrwyddo amgylchedd gwaith diogel ac iach, cyflawni cyfrifoldebau perthnasol o dan Ddeddf Iechyd a Diogelwch yn y Gwaith 1974 a chadw at arfer da.
-  Hyrwyddo cydraddoldeb, amrywiaeth a chynhwysiant, gan sicrhau bod ymddygiadau a phenderfyniadau'n adlewyrchu tegwch, parch ac ymrwymiad i greu diwylliant cynhwysol i bawb.
-  Rheoli gwybodaeth yn gyfrifol, cadw at safonau sefydliadol a sicrhau bod yr holl ddata personol neu sensitif yn cael eu trin gan gydymffurfio'n llawn â deddfwriaeth Diogelu Data.
-  Ymgymryd â dyletswyddau ychwanegol yn ôl yr angen, yn gyson â chwmpas a graddfa'r swydd, a chyfrannu at redeg y sefydliad yn esmwyth.
-  Bod yn hyblyg i ofynion y rôl, gan gynnwys gwaith achlysurol gyda'r nos neu ar benwythnosau, teithio ar draws y rhanbarth, ac aros dros nos yn achlysurol.
-  Nod manyleb y swydd hon yw rhoi canllawiau ar eich rôl, a gall y cyfrifoldebau newid yn unol ag anghenion y busnes.
-  Y gallu i deithio ar draws Sir Benfro, Sir Gaerfyrddin, Abertawe a Chastell-nedd Port Talbot.

Arweinydd Ymgysylltu a Dirnadaeth Cymunedol (Arbenigwr ar Le)

Manyleb y Person

Profiad a Sgiliau Hanfodol

- Profiad o weithio gyda chymunedau, partneriaid neu systemau traws-sector
- Sgiliau meithrin perthnasoedd, hwyluso a gweithio mewn partneriaeth cadarn
- Profiad o gasglu, dadansoddi neu drosi dirnadaeth gymunedol
- Y gallu i droi dirnadaeth yn weithredu ymarferol
- Profiad o gefnogi sefydliadau i gynllunio datblygiad personol ar lefel sefydliadol a'r gallu i werthuso eu gwaith
- Profiad o alluogi unigolion neu gymunedau i rannu straeon neu brofiadau byw yn foesegol ac yn hygyrch
- Barn gref ac ymwybyddiaeth o risg mewn adrodd straeon a chyfathrebu
- Sgiliau cyfathrebu rhagorol, gan gynnwys cynhyrchu crynodebau clir a hygyrch



Gwybodaeth a Phrofiad Dymunol

- Profiad o ddulliau gweithio sy'n seiliedig ar le, ymgysylltu cymunedol neu systemau
- Gwybodaeth am chwaraeon, gweithgarwch corfforol, datblygu cymunedol neu iechyd y cyhoedd
- Profiad o gydlynu dysgu neu werthuso a rennir ar draws sefydliadau
- Cyfarwydd â phlatfformau cyfryngau cymdeithasol (yn enwedig LinkedIn ac Instagram)
- Profiad o guradu digwyddiadau dysgu, arddangosfeydd neu sgysiau cymunedol

Rydyn ni'n gwybod nad yw ymgeiswyr gwych bob amser yn bodloni pob gofyniad unigol.

Os ydych chi'n credu y gallwch chi wneud y rôl hon, os ydych chi'n angerddol am weithio gyda chymunedau a systemau, ac os ydych chi'n gyffrous am ddysgu a siapio'r gwaith wrth i ni fynd yn ein blaen, byddem wir yn eich annog chi i wneud cais - neu i ddechrau sgwrs gyda ni



Ymddygiadau a Gwerthoedd

- Cydweithredol a hael wrth rannu dysgu
- Chwylfrydig ac yn cael eich cymell i ddeall beth mae cymunedau wir ei angen
- Amyneddgar, cydymdeimladol ac yn gallu cwrdd â phartneriaid ble maen nhw
- Ymarferol gyda ffocws ar atebion
- Wedi ymrwymo i leihau anghydraddoldebau a mynd i'r afael â rhwystrau strwythurol
- Meddylfryd moesegol ac adlewyrchol, gyda pharch at brofiad byw, pŵer a llais.



Arweinydd Ymgysylltu a Dirnadaeth
Cymunedol (Arbenigwr ar Le)

Gwybodaeth Bellach a'r Broses
Recriwtio

Tâl

£38,000-£44000 i'w drafod yn dibynnu ar brofiad, a phecyn pensiwn hefyd.

Contract

Contract Tymor Penodol am 24 Mis

Oriau

Llawn amser, **35 awr yr wythnos**, oriau gwaith hyblyg o fewn cyfnodau craidd. Mae disgwyl i'r rôl olygu bod angen mynychu digwyddiadau / cyfarfodydd y tu allan i'r cyfnodau craidd.

Lleoliad

Bydd deiliad y swydd yn mabwysiadu trefniant gweithio hyblyg a hybrid yn unol ag anghenion y busnes; rhwng y cartref, yn y maes ac mewn canolfannau swyddfa sefydlog penodol ledled Gorllewin Cymru.



Sut i wneud cais

Fel rhan o'ch cais, cyflwynwch y canlynol:

- **Eich CV cyfredol**, yn manylu ar eich profiad proffesiynol, eich cefndir addysgol ac unrhyw wybodaeth berthnasol arall sy'n cefnogi eich cais
- **Llythyr** (dim mwy na 2 dudalen A4), yn tynnu sylw at eich addasrwydd ar gyfer y rôl, gan gyfeirio at y gofynion sydd i'w gweld ym manyleb y person.

Dylech anfon eich CV a'ch llythyr cais atom ni ar e-bost i info@activate.wales

Defnyddiwch y llinell bwnc: Cais Arweinydd Ymgysylltu a Dirnadaeth Cymunedol – (Eich Enw Llawn)

Dyddiad Cau ar gyfer Gwneud Cais:

Mehefin 1af 5pm

Bydd y cyfweiliadau'n cael eu cynnal ar

Fehefin 11eg neu 12fed



Pam Mae'r Rôl Hon yn Bwysig

Mae'r rôl hon yn bodoli yng nghyd-destun dysgu, arbrofi a newid.

Mae Gorllewin Cymru Actif a'i bartneriaid ar siwrnai tuag at ffyrdd o weithio teg, mwy seiliedig ar le ac sy'n cael eu harwain gan ddirnadaeth – a dydyn ni ddim yn esgus bod gennym ni'r atebion i gyd.

Mae'r Arweinydd Ymgysylltu a Dirnadaeth Cymunedol yn chwarae rhan allweddol wrth helpu'r system i ddysgu wrth iddi fynd yn ei blaen: gwrando'n ofalus ar gymunedau, cefnogi partneriaid i adlewyrchu ar beth sy'n gweithio (a beth sydd ddim), a helpu i siapio'r camau nesaf gyda'n gilydd. Mae hon yn rôl ailadroddol, lle mae dysgu, addasu ac adlewyrchu yr un mor bwysig â chyflawni.

Mae'r rôl yn gofyn am fod yn gyfforddus gyda chymhlethdod ac amwysedd, a pharodrwydd i fod yn agored, yn chwilfrydig ac weithiau'n anghyfforddus – gan gydnabod nad yw newid system ystyrlon prin byth yn dilyn llinell syth. Drwy ddod â dirnadaeth, straeon, tystiolaeth a pherthnasoedd at ei gilydd o bob cwr o Orllewin Cymru, mae'r rôl yn helpu i greu map ffordd a rennir ar gyfer newid, wedi'i siapio ar y cyd dros amser.

Yn y pen draw, mae'r rôl hon yn helpu'r system i symud ymlaen law yn llaw – meithrin ymddiriedaeth, dod â dysgu i'r wyneb, dathlu cydweithredu, a sicrhau bod penderfyniadau wedi'u seilio ar beth sy'n bwysig i bobl a chymunedau ledled Gorllewin Cymru.

**Gorllewin Cymru, lle mae
bod yn actif yn rhan o
fywyd bob dydd, i bawb**

www.activate.wales