



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

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)

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 area, 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