



Community Champion

The Community Champion role exists to engage and work with the local community to build positive relationships, have an in-depth local knowledge of what is going on in the community and what matters to the community. Working with the site manager to drive community activity both in-store and locally

THE ROLE

Community champions are people in the community who take on an issue or project and are fearless in raising awareness and support for it.

Actively engage and have regular contact with existing Regional Community, community stakeholders e.g. Foodbank, Charity Partners (fundraising and legacy) drive further awareness of their work and the impacts that this has locally.

Promote and encourage your colleagues to fully engage with the community plans in your area e.g. defibrillator/charity partner fundraising / member and colleague volunteering/foodbank campaign and instore collections of donated food to the foodbank partner.

Actively keep up to date with any local community activities in your area and share with your store manager and regional community steering group

Build a healthy relationship with your local school and support the agreed partnerships activities as part of your Regional Community local plan

Have knowledge of the Your Coop Community Fund grants on offer and be confident in talking to community groups on how they can apply

PERSON PROFILE

A community champion is able and willing to collaborate with a variety of partners. They have a passion for creating opportunities in their community. Community champions are excited to improve the quality of life for community members and committed to making a change for everyone in the community; you should

Have a strong knowledge and awareness of the local community and a passion to want to help make a difference

Be comfortable with talking to local people about the community – what do they need? Can you signpost them to help locally?

Utilising local community social media groups to keep up to date on local events and news

Take every opportunity to promote to customers and members and the wider community the benefits of Midcounties membership and be confident in explaining this



USEFUL CONTACTS/INFORMATION LINKS

Community Team	Yourcoop.community@midcounties.coop
Your Co-op Community Fund	www.midcounties.coop/our-communities/funding/your-community-fund/
School Resources	www.midcounties.coop/our-communities/educational-resources/ colleaguesconnect.midcounties.coop/opportunities/developing-young-people/
Young Cooperators Network	www.midcounties.coop/membership/young-co-operators-network/