



## Membership & Communications Coordinator Application Pack



*Are you passionate about growing a community of people that can help make positive change in the world? Do you have excellent communication skills and a strategic approach? Do you love learning about what people are doing and finding ways to get them involved? Are you versatile, with a wide skill-set? Do you enjoy finding creative ways forward?*

*If so, please do apply for this key role within the Permaculture Association.*

Thank you for your interest in this post. All the information you need to apply is in this pack. If you would like to discuss any aspect of the role before you apply, please feel free to contact Andy Goldring, CEO for an informal discussion ([andyg@permaculture.org.uk](mailto:andyg@permaculture.org.uk)) .

## Key Information

<b>Salary:</b>	£26,000 pro-rata; equivalent to £16,864 per annum (to be reviewed after probationary period)
<b>Hours:</b>	24 hrs per week which can be worked flexibly
<b>Contract;</b>	Open-ended
<b>Holiday:</b>	32 days including Bank Holidays pro rata.
<b>Responsible to:</b>	Chief Executive Officer
<b>Location:</b>	Leeds office and/or Home working
<b>Well-being and flexible working:</b>	15 minutes/day of work time for meditation/being in nature; generous leave policy; supportive team culture; flexible working to support family, friends and community life; Association sick pay scheme in addition to statutory requirements.
<b>Job sharing:</b>	This post is not suitable for job sharing.

## About the Role

The Membership & Communications Coordinator will engage and support members and tell permaculture's story to the world through their work. They will coordinate and deliver the successful promotion of the different elements of our membership scheme - online events, education work, Projects and LAND network - and all other aspects of the Permaculture Association's work.

This is a varied role with outward facing elements engaging with members and the wider public. It includes a mix of strategic, operational and administrative responsibilities.

We are a small team with ambitious goals. So we are seeking someone who is conscientious and well-organised, versatile, responsive and positive, and prepared to work hard.

This is a 24 hour/week role which can be worked flexibly to suit the needs of the candidate. As well as flexible working, our employee benefits include:

- Excellent annual leave entitlement
- Sick pay above statutory levels
- Family leave, dependency leave and compassionate leave
- Pension scheme
- Access to our self-guided online permaculture courses
- A flexible working environment and supportive team culture

## How to Apply

As an inclusive employer and membership organisation, we want our staff team to better reflect the communities in which we live and work. We are committed to making sure our organisation is inclusive, diverse and anti-racist, and one that recognises and truly values individual differences and identities. So if you are interested in the role, but are worried that you do not meet all the requirements in the person specification, we would still like to hear from you. People from communities that experience discrimination on the basis of race, ethnicity or immigration status; sexuality or gender; age; socio-economic status; or disability are actively and especially encouraged to apply.

To apply for this role please complete:

- The application form and save it as a .doc, .docx, .odt,
- The equal opportunities monitoring form

Please return both documents to: [recruitment@permaculture.org.uk](mailto:recruitment@permaculture.org.uk).

**The deadline for applications is 23:59 pm, on 27th May, 2024.** However, we may shortlist and hold interviews on a rolling basis and/or close the process earlier if there is a high volume of applications.

Shortlisted candidates will be contacted by email. Interviews will be held via zoom.

**Please note you must be eligible to work in the UK to apply for this role.** (see [Right to work in the UK](#))

If you wish to have an informal discussion about the post, please contact Andy Goldring (CEO) on [andyg@permaculture.org.uk](mailto:andyg@permaculture.org.uk).

## Background information

### About the Permaculture Association (Britain)

The Permaculture Association was first established in 1983. It is the national charity that supports people to learn about and use permaculture. The Permaculture Association has nearly 2,000 members, with many hundreds of local projects and initiatives across England, Scotland and Wales. The Permaculture Association has supported and promoted many different sustainability innovations, many of which have now been widely adopted. We have been an active member of the global community since we first started, supporting a wide range of projects and events.

The services that we provide include:

- **Learning services:** delivering and hosting courses in-person, online and blended; the

Diploma In Applied Permaculture Design; comprehensive course listings and advice for prospective students.

- **Educator & education support:** managing a registered list of community educators; hosting regular community educator meetings and events; supporting the member-led Education and Diploma Working Groups that oversee and direct these areas of strategic work; supporting and strengthening our educator community of practice.
- **Projects and LAND (Learning And Network Demonstration) Network:** providing a good practice accreditation system; general support and good practice advice to community based projects that offer a diverse range of local learning, volunteering and engagement activities.
- **Membership scheme:** regular news, events, networking support, community hub, learning and career development pathways, including bespoke support for educators and project members.
- **Climate Action:** running the 52 Climate Actions website and the Community Climate Coaches programme
- **Comprehensive website and digital ecosystem:** providing a host of practically-oriented information and inspiration on our website; using the Mighty Networks platform to host our own and educator members' online and blended learning courses, and for building community engagement and networking on key thematic areas.
- **Events:** national gatherings; supporting local and regional events; holding regular online events such as monthly open calls for our educator members and projects network, and our working groups.

## Job description

### Job Purpose:

- To increase membership numbers and engage wider audiences through coordination and delivery of membership and communications work

**Duties:** The following list is indicative and may not be fully comprehensive. Some duties may change to reflect the skills and aptitude of the post-holder. Changes will be discussed with the post-holder. The scope of the role means that tasks will need to be prioritised with your line manager. Should additional funding be identified (or membership numbers increase sufficiently), the number of hours may be increased.

### Working with:

- The CEO and Management Team.
- The website and database team (2 people part time) to integrate key communications messages and technical aspects of the membership offer into the database and website.
- The communications team (2 people part time- Engagement Officer and Online Learning Marketing Officer) to plan ahead and agree allocation of tasks.

- The support services team (3 people covering operations, finance and admin) on systems, budgets and the day to day running of the membership offer.
- Related staff members (Education, Diploma, Project & LAND) for masterclasses and campfire events.
- Other members of the team as required.

### ***Communications tasks***

Lead and deliver communication work, including:

#### Strategy

- Updating and implementing the Permaculture Association's communications strategy.
- Shape high-level communications messaging and the organisation's voice and tone, ensuring that the branding is relevant and guidelines upheld.
- Reviewing audience analysis work, tracking communication analytics and suggesting improvements .
- Coordinate a rolling 12 month communications timeline and action plan ensuring all staff input their activity.
- Working in partnership with other groups in the sector to increase our outreach and PR.

#### Production

- Send a monthly membership newsletter and regular sales emails for events, fundraising drives and other sales activities and proactively promote member events, courses and work through our channels.
- Manage the email lists on Campaign Monitor and segment for monthly emails.
- Managing and curating existing content and ensuring staff members are managing and updating their areas of the site.
- Product owner for website- regular check-in with web team to troubleshoot issues.
- Maintain an image bank for the website reflecting a modern and diverse audience.
- Build web pages and commission and maintain oversight on new website content.
- Marketing the Association's different offers of membership, events, and online learning.
- Produce assets such as leaflets, merchandise and info for stands.
- Stocktaking then designing print materials and planning for their distribution.
- Work with the Permanent Publications team and suggest leads and content for articles to the Permaculture Magazine and website.

#### Team support

- Support the staff team to be effective communicators, supply content and manage their own areas of communication responsibilities, including supporting the current range of e-bulletins by proofreading.

### ***Membership***

Continue to develop our member-led engagement approach, working alongside the Engagement Officer:

#### Strategy and delivery

- Co-designing desired outcomes for membership - for members, the network and organisation by continually developing the membership strategy.

- Co-design a programme of 'campfire events' and 'Masterclasses' for members, and support with hosting monthly events online (daytime and occasional evenings required).
- Review and improve email pathways for all memberships.
- Gather membership stories to include in the newsletter.
- Organising and hosting regular membership sessions online.
- Content management for the membership area on the website.
- Actively promote the membership via comms channels and through partnerships including Permaculture Design Courses and other courses.
- Build our edge memberships by offering complimentary memberships where appropriate.
- Support engagement officer to develop the Community Hub
- Contribute to the work on Justice, Equity, Diversity, Accessibility and Inclusion (JEDAI).

#### Administration

- Manage membership and networking general enquiries via email and phone.
- Identify and flag issues in the membership database (CiviCRM) to the web development team
- Tracking key membership statistics and review member feedback, feeding into the quarterly reports.

#### ***Other responsibilities***

- Attend weekly team and quarterly planning meetings and others as required.
- Line manage the Engagement Officer and possibly 2 other team members (to be discussed)
- Contributing income and expenditure figures to the annual budget.
- Providing quarterly monitoring data and reports to the Board of Trustees.
- Assisting the Chief Executive to produce annual reviews, reports for funders and other materials as required.
- Assisting with and attending Permaculture Association and partner events.

#### ***General responsibilities that apply to all staff members:***

- All staff are expected to work within and to promote the aims and objectives of the Association, and to present a positive image of the Association to members and the public.
- All staff are expected to work within the Equal Opportunities framework, and to promote good practice through their work.
- Team working and a flexible approach are essential.
- All staff are expected to take responsibility for their own safety
- All staff are expected to abide by the Association's policies and ethos at all times

The job may involve some travel and unsocial hours. Overnight stays may be required for events. Training may be provided to enable the post-holder to better deliver the key tasks and to aid personal development.

#### ***Expectations***

It is expected that any candidate that is called to interview will be familiar with the organisation's work and strategy.

# Person specification

\* Please address all points in the person specification in your application\*

Essential criteria	Desirable criteria
<b>Qualifications</b>	
<ul style="list-style-type: none"> <li>● GCSE Maths and English</li> </ul>	<ul style="list-style-type: none"> <li>● Undergraduate degree</li> <li>● Media related qualifications (particularly media, video, graphics, business)</li> <li>● Permaculture certificate or diploma</li> </ul>
<b>Experience</b>	
<ul style="list-style-type: none"> <li>● Confident and effective user and manager of social media channels.</li> <li>● Worked as membership, media or communications officer or manager.</li> <li>● Worked with a membership organisation and/or run donations campaigns.</li> <li>● Editing and producing e-bulletins and other electronic publications.</li> <li>● Managing websites, optimising content and writing for the web.</li> <li>● Development and implementation of communications strategies.</li> <li>● Email marketing.</li> </ul>	<ul style="list-style-type: none"> <li>● Management of CRM platform such as CiviCRM.</li> <li>● Promotion of festivals or events.</li> <li>● Promoting online learning and courses.</li> <li>● Managing a staff member or small team.</li> <li>● Of doing permaculture at home or related activities.</li> </ul>
<b>Knowledge and skills</b>	
<ul style="list-style-type: none"> <li>● <i>Excellent written and verbal communication skills.</i></li> <li>● Excellent digital skills, including using collaborative technologies.</li> <li>● <i>Can spot a story and communicate it to different audiences.</i></li> <li>● Competent in video production and post-production.</li> <li>● Competent in graphic design using Canva.</li> <li>● <i>Experience of working collaboratively towards a shared goal</i></li> </ul>	<ul style="list-style-type: none"> <li>● Understanding of the wider network that permaculture operates within.</li> </ul>

<ul style="list-style-type: none"> <li>● Knowledgeable about permaculture, environmental challenges and sustainability more widely.</li> </ul>	
<b>Personal attributes</b>	
<ul style="list-style-type: none"> <li>● <i>Adaptable and resilient</i></li> <li>● <i>Enjoy talking with and listening to people</i></li> <li>● <i>Highly organised, with good time management skills and the ability to prioritise workloads.</i></li> <li>● <i>Able to work within constraints – budget, time, website functionality.</i></li> </ul>	