

January 2017



Dear applicant,

Education Network Coordinator

Thank you for your interest in this post. Please find enclosed some background information to help you decide whether to apply for the position.

Applicants will be assessed on their ability to meet the criteria listed in the Person Specification. **Please do not send a CV.** Use the application form to show how you meet the criteria.

Enclosures:

- Background information on the project and the Permaculture Association
- Job description and person specification
- Application form
- Equal opportunities monitoring form

If you would like to apply, please note that the **closing date for receipt of applications at our office in Leeds is 12th February 2017, 12 midnight.** All applications must be received by email saved as either a .doc or .pdf file.

Initial **Skype interviews** will be held on **22nd February 2017.** Please note if you are invited for interview you will need to have an internet connection that supports video and an active Skype account on this date. A **final in-person interview** round for selected candidates will then take place on **27th February 2017** (if required).

Candidates short-listed for Skype interviews will be informed by phone on 16 February so please ensure that you provide us with a phone number on which we can reach you on this date. We will not contact unsuccessful candidates.

Please note we would like the successful applicant to start as soon as possible.

If you wish to have an informal discussion about the post, please contact Joe Atkinson at learn@permaculture.org.uk.

Yours faithfully

Andy Goldring
Chief Executive

Background information for the post of Education Network Coordinator

This role is funded by income from course certification and educators' membership fees. The post holder will be encouraged to develop these income streams and to seek additional grant funding for discrete projects.

About the Permaculture Association

The Permaculture Association is an education and research charity that supports individuals and groups to learn about and use permaculture.

Permaculture is an ecological design approach to creating sustainable settlements and systems. We offer a wide range of activities and services that support individuals and groups:

- The national office, which is based in Leeds, provides expert advice, networking contacts, information and support, via phone and email. Over 5000 enquiries are handled each year.
- We support the development of permaculture education and training.
- We specify the British curriculum for, and certify Permaculture Design Certificate (PDC) courses.
- We run the British Diploma in Applied Permaculture Design.
- We support and connect people involved in a range of research into permaculture and related fields.
- The membership scheme works to inform, support and network permaculture practitioners and groups in Britain. There are currently over 1400 members.
- Our quarterly print newsletter Permaculture Works gives updates on news, projects, opportunities, and courses.
- We run a biennial convergence, a national diploma gathering, Annual General Meeting and other events. In September 2015 we hosted the 12th International Permaculture Convergence and Conference, which engaged 1200 people from 70 countries.
- The LAND network of demonstration sites has engaged over 40,000 people in the last 5 years.
- We operate a suite of websites, which have over 10,000 visitors each month.
- We work closely with a range of 3rd party organisations and networks.

How we are structured

- We are managed by a Board of Trustees, who are all members of the Association, that are elected at the AGM.
- The Chief Executive takes on day-to-day responsibility for the running of the charity.
- We currently employ 14 part-time staff, some of whom work remotely and some of whom work at our office in Leeds. We are supported by regular volunteers from the Leeds area and a large number of supporters across the UK who help in a multitude of ways.
- In addition, we have a number of working groups that focus on specific aspects of work, such as the Education and Diploma Working Groups.

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- Introductory, PDC & specialist courses are delivered by freelance teachers, many of whom are our members. We provide a specialist Educator membership type, course advertising and certification services, training & networking events for these teachers.
- The Diploma is delivered by trained tutors who are contracted by us to deliver tutoring services to our diploma apprentices.

The Association's education strategy

Our education strategy has evolved in consultation with the Education Working Group (via regular conference calls and meetings), educators at large (via Teachers' Meetings), and in the context of greater connection and coherence within the international permaculture network.

Education Working Group (EWG)

The Education Working Group are volunteers drawn from our membership. They act on behalf of teachers to develop curricula, write policies and suggest strategic direction. The EWG arose from a series of teachers meetings between 2010 and 2012.

Permaculture Educators Network

This is currently a relatively loose-knit network of freelance teachers acting largely autonomously, but with a strong sense of shared identity, ethics, purpose and approach. At the 2016 Teachers' Meeting, around 25 teachers articulated their collective view of the way ahead for the educators network. Applicants are strongly encouraged to read the report on the meeting, here:

<https://www.permaculture.org.uk/education/2016-teachers-meeting-report>

International context

The "Next Big Step" project has been running for 3 years, and aims to create greater coherence of action among various international permaculture organisations. One of its key initiatives is IPEN: the International Permaculture Educator Network. The British network will be a leading national chapter of this global network.

Education Strategy: key points

- Promote permaculture education to the public
 - Work on behalf of educator members to promote permaculture education & grow the market for permaculture courses.
- Improve access to permaculture education:
 - Develop an online learning platform for use by educator members.
 - Work with partners to improve e.g. financial accessibility.
- Grow, animate & cohere the British Permaculture Educators' Network:
 - Recruit new educator members.
 - Conduct regular communications & events.
 - Empower & encourage members to engage.
- Promote quality of course provision:
 - Teacher training & continuing professional development (CPD) activities.
 - Maintain course curricula.
 - Collate and curate common learning materials.

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- Seek funding for discrete projects, e.g.
 - Training/CPD.
 - Formal accreditation of courses.
 - Other member-contributed project ideas as and when they arise.

About this post

The **Education Network Coordinator** will be responsible for the delivery of the above strategy.

The post holder will also support the Education Working Group to develop & review the strategy, and formulate and review education policies and guidance.

This will be an exciting, challenging and rewarding post.

Responsibilities are outlined in the Job Description.

We are a small team and we really want someone who is conscientious and well organised, able to be flexible, responsive and positive, and prepared to work hard.

Thank you for your interest.

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Job description

Job title: Education Network Coordinator

Salary: £22,000 pro-rata (£8,800 per annum)

Hours: Initially 14.8 hrs per week (40% of 37 hour week) to be worked on a flexible basis. The first year's salary is subsidised from Association reserves; to maintain (and extend) these hours, the post-holder will develop existing income streams and develop new ones.

Duration: Permanent: hours subject to meeting income targets.

Holiday entitlement: 32 days including Bank Holidays pro rata.

Sickness provision: according to statutory requirements.

Job sharing: this post is not suitable for job sharing.

Place of work: Remote working may be possible for this post. The postholder must be able to visit the Permaculture Association's office in Leeds (Hollybush Conservation Centre, Broad Lane, Leeds, LS5 3BP), on a regular basis, at least quarterly and around the dates of events. We are able to provide office space, so applicants can also be based at the Leeds office.

Responsible to: The Chief Executive Officer and Board of Trustees.

Working with:

- Permaculture Association members:
 - Permaculture Educators' Network
 - Education Working Group
- Staff, in particular:
 - Chief Executive Officer
 - Strategic Communications Coordinator
 - Events Coordinator
 - Website Coordinator

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- Diploma Coordinator
- Research Coordinator
- Office volunteers & interns
- International Permaculture Educators' Network
- Third party organisations; partners and suppliers
- Prospective learners

Job Purpose:

- To promote permaculture education to the public
- To improve access to permaculture education
- To grow, animate & cohere the British Permaculture Educator Network. To:
 - be accountable to the network
 - help it to articulate a collective mandate
 - help it to understand and meet its potential
- Promote quality of course provision
- To identify discrete education projects and secure funding for them

Duties:

Duties may be changed as the post progresses, and any changes will be discussed with the post-holder. The post-holder will be encouraged to work with volunteers and partners and secure other resources to achieve the duties outlined below.

Promote permaculture education to the public

- Work on behalf of educator members to promote permaculture education & grow the market for permaculture courses.
- Grow the number of course certifications in line with established targets.

Improve access to permaculture education:

- Develop an online learning platform for use by educator members.
- Work with partners to improve e.g. financial accessibility.

Grow, animate and cohere the British Permaculture Educator Network (PEN):

- Recruit new educator members in line with established targets.
- Conduct regular communications & events.

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- Empower & encourage members to engage in discussion.
- Facilitate the network to articulate its vision, mission and aims, in line with the Association's.
- Survey the network's needs and resources.
- Facilitate the Design of the network's governance system:
 - agree and implement a decision-making process based on sociocracy principles.
- Co-create an action plan
- Establish an effective communications system
 - regular e-bulletin for educator members.
 - regular webinars/group calls.
- Establish & deliver a regular pattern of educators' events
- Develop a cost-neutral peer-support and/or CPD system
- Coordinate delivery of Educator member benefits

Promote quality of course provision

- Enable teacher training & continuing professional development (CPD) activities.
- Work with the EWG to develop & maintain course curricula.
- Work with the EWG to establish a published code of conduct for teachers
- Collate and curate common learning materials.
- Maintain the register of certifying teachers.

Seek funding for discrete projects, e.g.

- Training/CPD.
- Formal accreditation of courses.
- Member-contributed project ideas.

Other Responsibilities

- Budget management
- Responding to education-related queries
- Maintain content for the education section of the website
- Assist the Chief Executive to produce annual reviews, reports for funders and other materials as appropriate;
- Identify opportunities for resourcing this role and continuation projects in the future;

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- Carry out keyholder, alarm and security responsibilities for the office and be responsible for the security of assets, stock, cash box, etc., particularly at events as required;
- Attend office meetings, quarterly planning meetings, and other meetings as required;
- Prepare for and attend management and supervision sessions with the Chief Executive as required;
- Assist with general duties and represent the Association at events as and when appropriate;
- Undertake other duties as agreed with the Chief Executive.

General duties:

- All staff are expected to work within and to promote the aims and objectives of the Association, and 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.
- The job will involve some travel and unsocial hours. Overnight stays will be required for events.
- Training may be provided to enable the post-holder to better deliver the key tasks and to aid personal development.
- All staff are expected to take responsibility for their own safety, and to ensure that colleagues and visitors are not exposed to danger.
- All staff are expected to abide by the Association's policies and ethos at all times

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Permaculture Design Certificate 	<ul style="list-style-type: none"> • Diploma in Permaculture Design • Degree level qualification
Experience of	<ul style="list-style-type: none"> • Group facilitation • Digital communications (email, web, social media, video etc) 	<ul style="list-style-type: none"> • Community development • Event coordination • Fundraising/bid writing

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	<ul style="list-style-type: none"> • Public speaking • Marketing & promotions • Project management • Report writing 	<ul style="list-style-type: none"> • Managing budgets • Managing volunteers • Education management • Project monitoring & evaluation • Google apps (Gmail, Drive etc)
Knowledge and skills	<ul style="list-style-type: none"> • Excellent written & verbal communication skills • Group facilitation methods • IT Literacy • Social media (especially facebook & twitter) 	<ul style="list-style-type: none"> • Sociocracy • Consensus Decision making
Personal attributes	<ul style="list-style-type: none"> • A confident, outgoing person who can engage and enthuse others • Honest and reliable • Interest in permaculture and sustainability • Self-motivated, able to take initiative and meet deadlines • A professional, friendly manner • Able to motivate, include & empower others • Able to influence others • Confident public speaker • Able to work both independently and within a team. • Confident and excited about engaging diverse communities. • Able to own projects and liaise with project leads. • Highly organised, with good time management skills and • the ability to prioritise well • Willing to learn, research and share new skills 	<ul style="list-style-type: none"> • Diplomatic • Tenacious • Commitment to sustainable practice • Commitment to giving and receiving honest feedback

Please note that the job will be subject to an initial trial period based on a review at 3 and 6 months.

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