



The Landworkers' Alliance – A grassroots union for farmers, growers, foresters and land-based workers

Website: www.landworkersalliance.org.uk Email: info@landworkersalliance.org.uk

The Landworkers' Alliance Campaigns Communications Coordinator

Job Description and Person Specification

Hours: 24 hours per week (3 days)

Duration: One year contract, aiming to extend subject to funding

Location: Working remotely with the capacity for some travel

Remuneration: £17,472 gross annual salary PAYE (£29,120 pro rata). With 1.5% annual increase, subject to review. Statutory pension contribution and holiday allowance.

Closing date for applications: 11.59pm 2nd May

Interview period: Week commencing 10th May

Start Date: End of May / Early June

Website: landworkersalliance.org.uk

**The LWA has a pay parity policy and flat payment structure, with all workers paid at the same rate.*

About the Landworkers' Alliance

The Landworkers' Alliance (LWA) is a union of farmers, growers, foresters and land-based workers operating across the UK. Our mission is to improve the livelihoods of our members and create a better food and land-use system for everyone. We have a vision of a future where producers can work with dignity to earn a decent living and everyone can access local, healthy and affordable food, fuel and fibre - a food and land-use system based on agroecology and food sovereignty that furthers social and environmental justice.

We are a dynamic and vibrant organisation that is entering an exciting phase of growth. Over the coming years we aim to significantly increase our membership base and expand member support and services, scale-out our projects and programmes, significantly advance our positions in policy making and develop our internal governance and organisational capability for this ambitious stage of development.



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Mode of Working:

The LWA is a members' cooperative represented by a Coordinating Group of directors elected by those members at the Annual General Meeting. The Coordinating Group steers the strategic, financial, governance and political work of the organisation and is also legally responsible for the management and operation of the LWA. Staff work in line with cooperative principles and in addition to specific job responsibilities may be required to participate in General Meetings and as part of work teams within their hours, or as additional paid time if needed.

The LWA does not have a centralised office and our staff work remotely but may be required to attend meetings that take place in various locations around the country. Reasonable travel costs will be covered in addition to the salary. Candidates must have the skills and confidence to work remotely as part of a diverse team and demonstrate a proven capacity to self-manage and work autonomously.

We are committed to our [Equality and Diversity Statement](#) and we welcome and encourage applications from anyone interested in this role who feels they have the relevant experience and skills.

Role overview and job description:

The Landworkers' Alliance are recruiting a Campaigns Communications Coordinator.

For this exciting and engaging role, we are seeking a confident and skilled communicator who understands the complex issues and dynamics surrounding food, farming and land-use in the UK and internationally in order to research, write, develop and deliver communications that highlight and promote the campaigns work the LWA are undertaking.

The role will involve coordinating, developing and delivering strategic communications aimed at our members and the wider public through multiple modes of communication that include, but are not limited to, newsletters, social media platforms, and the Landworkers' Alliance website as well as press work through alternative, agricultural and mainstream media outlets. This role requires a detailed knowledge of the politics and practice of food, farming and land-use in the UK, including the key players and central issues in food sovereignty and agroecology, an



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understanding of diverse communications strategies and an ability to communicate sensitive issues to a wide range of stakeholders.

The Campaigns Communications Coordinator will work closely with the LWA Campaigns Team (covering the devolved nations of the UK), and will be supervised by the Campaigns Coordinator. This role will also work closely with the Communications and Media Coordinator who manages the public and member facing comms for the LWA, including newsletters, social media, website and press releases.

Specific responsibilities and outputs of this role will be:

- Design, implement and evaluate dynamic and engaging strategies for communicating the campaigns work of the LWA.
- Produce blogs, articles, press releases and social media clips on food, farming and land-use topics connected to the current political issues.
- Keep up to date with emerging food, farming and land-use issues (nationally and internationally), working with the Campaigns Team to respond quickly with an LWA position.
- Maintain and develop LWA's political tone and messaging, with input from members of the Coordinating Group and collaboration with other staff.
- Create calls to action for people to act and get involved in different campaigns using online tools.
- Produce creative social media content on campaigns topics that will be engaged with and shared by members and public audiences.
- Coordinate press work (both regional and national) on campaigns topics, including creating and sending press releases, pitching stories and responding to press enquiries (eg organising interviews with spokespersons).
- Keep the 'Campaigns' section of the LWA website up to date with information and resources.
- Support LWA actions and stunts with newsletters, social media and press work.
- Share campaigns updates through newsletters and other channels with the aim of communicating the work of the LWA, increasing participation and supporting member engagement.
- Coordinate staff and member blogs on campaigns issues.
- Working effectively and in collaboration as part of a dynamic and fast working team.



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Person Specification:

This is a complex role which requires a wide range of skills and experiences. The appropriate candidate will have the following skills and experiences:

- Journalistic writing skills including blogs, social media posts and press releases.
- Research skills to enable quick responses to rapidly emerging issues
- At least one year of experience in a role that involves communications and media work (including digital communications).
- Experience of developing and implementing communications strategies for campaign topics.
- Understanding of how to identify target audiences and suitable communications angles to strategically place LWA in mainstream and alternative media. Established contacts with relevant media outlets and journalists would be a bonus.
- Ability to communicate confidently and sensitively the complex issues surrounding food sovereignty, agroecology and food justice in a clear way to diverse audiences such as grassroots organisations working around food and climate justice, community groups, land based workers, policy makers, funders, general media and the public.
- A solid understanding of organisations and campaigns working to influence and change the food, farming and land use system in the UK.
- A solid understanding of the history, politics and practice of agriculture in the UK.
- Strong skills and confidence working as part of a diverse team with proven capacity to self-manage and work autonomously.
- The ability to develop work plans, monitor progress and report on work done to the Coordinating Group and staff.
- Experience of working in partnership with other food, farming and land-use organisations to develop joined up strategies and campaigns and media work (non-essential).
- Clear commitment to the ethos and values of agroecology, food sovereignty and cooperative working practices.

Technical Skills:

In addition, the successful candidate should be able to demonstrate experience of the following platforms, or be willing to participate in appropriate training so that they would be confident and competent to use them.



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- Designing and sending newsletters on platforms such as Mailchimp.
- Creative skills using design software and Wordpress websites.
- Creating engaging content on social media platforms including Facebook, Twitter and Instagram.
- Knowledge of scheduling tools and analytics.
- Confidence using spreadsheets and Excel.

How to apply:

Please send (max) 1½ pages written response or (max) five minutes audio / video answering the following questions:

1. What skills and experiences do you think qualify you for this role? (½ page)
2. Which part of this role do you think you would find the most challenging? (½ page)
3. What do you think is the most important issue facing food, farming and land-use at the moment and how can the LWA best respond? (½ page)

Please also attach examples of the following work you have written (ideally on a food, farming or land-use issue):

1. Press release
2. Blog (no more than 500 words)
3. Social media posts (up to three posts, across Instagram, Facebook or Twitter)

We would like to see an example of at least two of these formats. Please send examples of all three if you can.

Please also attach a short CV (max two pages), this can be written, or an audio or video file, and the contact details of two people we can approach for references.

Please send your application to admin@landworkersalliance.org.uk with 'Campaigns Communications Coordinator' in the subject heading.

If you have any questions, or would like to discuss any aspect of this role in advance of applying please contact Steph (steph.wetherell@landworkersalliance.org.uk) and they will try their best to respond. Please email Steph well in advance of the closing date.