

The Landworkers' Alliance – A union for farmers, growers, foresters and land-based workers, striving to improve the livelihoods of our members and create a better food and land-use system for everyone. [www.landworkersalliance.org.uk](http://www.landworkersalliance.org.uk) / [info@landworkersalliance.org.uk](mailto:info@landworkersalliance.org.uk)



## **The Landworkers' Alliance - Membership Outreach and Recruitment Coordinator Wales**

**Hours:** 2 days (16 hours) per week

**Duration:** 1 year

**Location:** Working remotely with the capacity for regular travel for work, events and meetings in Wales and England

**Remuneration:**\* £11,648 gross annual salary PAYE (£29,120 pro rata). With 1.5% annual increase, subject to review. Statutory pension contribution and holiday allowance

**Start date:** ASAP following recruitment

**Closing date for applications:** Monday 2nd August 2021

**Interview period:** 4th to 17th August 2021

**Website:** [landworkersalliance.org.uk](http://landworkersalliance.org.uk)

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

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 growth.

### **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 work teams as part of their hours, or additional paid time if needed.

The LWA does not have a centralised office and our staff work remotely but will 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, however, this means candidates must have the skills and



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confidence to work remotely as part of a diverse team and a proven capacity to self-manage and work autonomously.

We are committed to our [Equal Opportunities policy](#) 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:**

As part of the LWA's growth strategy in the coming five years we want to expand membership from 1,200 to 3,000 producers and reach 1,000 supporters. We also want to support members to become both more involved with the work of the LWA, and more connected to one-another, in their sectors, branches, regions and working groups. The recently recruited UK wide Membership Outreach and Recruitment Coordinator will be leading on this work.

In Wales there are currently 194 members, we aim to increase this to 500 producer members & 150 supporters. We also aim to broaden our membership to reach across the whole of Wales and all sectors.

To do this we are looking to also recruit a Wales Membership Outreach and Recruitment role for 2 days per week.

We are seeking a confident and skilled communicator and facilitator, who understands the complex issues and dynamics surrounding food and farming in Wales in order to develop and deliver strategies for membership recruitment, outreach and engagement.

The role will have freedom and flexibility to deliver a work plan and creative strategy to build, increase and strengthen the LWA's membership. The Co-ordinator will take the lead on the LWA's contributions to the Wales Real Food and Farming Conference. Other elements of their work may include (but are not restricted to) a communications and engagement campaign, recruitment at events, collaborating with other food and farming organisations, and working with the LWA membership across Wales to build membership at a local and sectoral level.

The Wales Membership Outreach and Recruitment Coordinator will meet with the Wales & UK Coordinating Groups and staff of the LWA to develop proposals and deliver an agreed work plan with targets set by the Coordinating Groups. This role will work alongside the Wales policy coordinator and UK membership outreach and recruitment coordinator working on events, sales, campaigning and lobbying, media and communications, training and exchange programs, mobilisations and member services. In addition the role will also collaborate with LWA members in volunteer organising and mobilising across Wales. The role sits within the 'membership' staff team

Specific responsibilities and outputs of this role will be:

### **Membership recruitment**

- Coordinating, developing and delivering a creative and energetic strategy and campaign to

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increase and diversify the membership of the LWA in Wales to 500+ producers and 150+ supporters across all sectors over five years.

### **Membership outreach**

- Working with the LWA membership to develop and improve existing communication channels, forums and skills for local and sectoral organising.
- Supporting LWA members organised in branches, regions, sectors and working groups with troubleshooting, signposting, technical support and organising.
- Taking the lead on the LWA's contribution to the Wales Real Food & Farming Conference
- Working effectively and in collaboration as part of a dynamic team with the LWA Wales and UK Coordinating Groups, staff, and members.

### **Person Specification:**

The appropriate candidate will have the following skills and experiences:

- Experience of grassroots organising (ideally in Wales)
- A solid understanding of the history, politics and practice of agriculture in Wales, and what sets the LWA apart from other membership organisations in the field.
- Ability to communicate confidently, sensitively and persuasively in both Welsh and English the complex issues surrounding food sovereignty, agroecology and food justice to potential members and supporters.
- A creative and innovative approach to membership recruitment and engagement with an ability to enthuse and inspire a broad range of potential members about the benefits of joining the LWA using diverse strategies, communication tools and modes of engagement.
- Strong skills and confidence working as part of a diverse team with proven capacity to self-manage, keep organised and work autonomously.
- The ability to develop work plans, monitor progress and report on work done to the Coordinating Groups and staff.
- Experience and skills in working well in partnership with other food, farming and land use organisations to develop joined up strategies and campaigns for membership recruitment and mutual benefits.
- A passion and demonstrable commitment to movement led change to develop food sovereignty and agroecology
- Ability to drive/travel irregular hours

This role will require the ability to give presentations, participate in meetings and communicate with members (verbally and in writing) in both Welsh and English.

### **Technical Skills**

In addition, the successful candidate should be able to demonstrate experience of the following platforms, or be able to convince us that with appropriate training they would be confident and



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competent to do so.

- Designing and sending newsletters on platforms such as Mailchimp
- Creating engaging content on social media platforms including Facebook, Twitter and Instagram
- Confidence using excel and databases

### **How to apply**

Send (max) 3 pages written response in either Welsh or English, or alternatively (max) 5 minutes audio / video bilingually.

- What experiences do you think qualify you for this role, and what skills will you bring to this work?
- Which part of this role do you think you would find the most challenging?
- What do you think sets the LWA apart from other membership organisations in the field of food and farming?
- How many potential members do you think the LWA has in Wales, and who are they?
- How would you go about broadening the reach of the LWA's membership in Wales to include all sectors and regions?

Also attach a short CV (max 2 pages), as above 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](mailto:admin@landworkersalliance.org.uk) with 'Wales Outreach and Recruitment Coordinator' in the subject heading.

We aim to contact all applicants individually but as we are a small team working part-time this may not practically be possible. If you have not heard from us by 27th August 2021 please assume that unfortunately you have not been selected for interview this time.

If you have any questions, or would like to discuss any aspect of this role in advance of applying please contact Charlotte Steel - [charlotte.steel@landworkersalliance.org.uk](mailto:charlotte.steel@landworkersalliance.org.uk) or [info@landworkersalliance.org.uk](mailto:info@landworkersalliance.org.uk). Please email well in advance of the closing date.