



The Landworkers' Alliance

Calendar Project Coordinator - Sales and Merchandise Team

maternity cover

Hours: 2 days (16 hours) per week.

Duration: March 2022 - February 2023 (12 month contract, maternity cover)

Location: Working remotely with the capacity to travel for meetings

Remuneration:* £11,823 gross annual salary PAYE (£29,557 pro rata). With 1.5% annual increase, subject to review. Statutory pension contribution and holiday allowance.

Closing date for applications: 11.59pm on Sunday 23rd January

Interview date: Friday 18th February 2022

Start date: Mid to late March with 1-2 days availability w/c 7th March for handover

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 in 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, increase our self-generated income streams and develop our internal governance and organisational capability for this ambitious stage of development.

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. We would like to particularly encourage those from under represented and marginalised groups to consider applying for this role.

Role overview:

The Landworkers' Alliance (LWA) are seeking to recruit a Calendar Project Coordinator - Sales and Merchandise Team (12 months, maternity cover). The Sales and Merchandise Team consists of three staff members (two x 16 hour/week posts and one x 24 hour/week post). The team is responsible for sales of merchandise within the organisation, and for developing new products for sale. These sales generate valuable unrestricted income for the organisation.

The primary focus of this role is to deliver the LWA's 2023 calendar project. The 2023 calendar will be the fifth consecutive fundraising calendar the LWA has produced. Some information on previous calendars can be found here: <https://landworkersalliance.org.uk/artist-collaborations/>.

The post holder will work closely with the Calendar Working Group and other members of the Sales and Merchandise team, and the LWA's Media and Communications team to make sure the calendar is meeting organisational priorities and to deliver it effectively. This role may also extend into initiating processes for the LWA's 2024 calendar.

The other roles within the team focus respectively on overseeing the online shop, and managing the LWA's first almanac for publication in 2022 - in parallel with the LWA's 10th anniversary.

Collectively, the Sales and Merchandise team have been developing a strategy to increase sales within the organisation and increase financial independence and resilience. The team have identified some priority new products and projects for development. The post holder will be expected to work closely with other members of the Sales and Merchandise team, and take a share in developing new products and



delivering this strategy. The Sales and Merchandise team report to the Finance Coordinator, Operations Team on budgeting and income generation.

The Sales and Merchandise team are also responsible for managing sales at Landworkers' Alliance events. The biggest of which are the Landskills Fair (July), the LWA AGM (November/December) and Oxford Real Farming Conference (January). Ideally, the successful candidate would be able to take the lead in being physically present and overseeing sales at one of these larger events in our calendar.

Job Description:

The primary focus of this role is to deliver the LWA's 2023 fundraising calendar project (and may possibly extend into initiating the 2024 calendar project as well). The theme and text for the 2023 calendar should be largely set, and the artwork in process at the commencement of this post. The post holder will be responsible for overseeing the delivery of the project from that point forward. This involves managing the budgeting, printing, marketing, sales, and invoicing of the calendar, amongst other tasks. Previously, calendar sales have taken place via our own website, in person at events and directly to businesses on a wholesale basis. A focus for the 2023 calendar is to expand sales, by listing the calendar with larger wholesalers as well. Experience working with larger wholesalers and developing these relationships would be particularly desirable.

The post holder is not expected to manually distribute the calendar, but is expected to oversee and manage the distribution. It is also not expected that the postholder is responsible for *all* marketing and communications of the calendar (unless this is a particular strength of the successful candidate), but oversight of this side of the project is also an important part of the role. C

Specific responsibilities of this role will be to:

- Manage the development, delivery and reporting of the LWA's 2023 calendar project
- Manage the 2023 calendar budget
- Manage calendar production (including liaising with artist/ designers, contributors, printers)
- Oversee the comms and marketing of the calendar to members of the public, including the development of a comms strategy and inputting into social media and newsletter content
- Leading on the communication with and marketing of the project to business audiences



- Oversee the distribution of the calendar
- Report on and evaluate the calendar as requested during delivery and at completion
- Co-deliver the Sales and Merchandise team's strategy via the development and delivery of new products and areas of sales
- Support other staff within the LWA to produce merchandise / products for their own projects
- Collaborate and ensure effective communication with artists and designers
- Take on other tasks agreed collectively within the Sales and Merchandise Team as required, and supporting other team member's work areas as required
- Coordinate Calendar Working Group meetings
- Research and identify sales opportunities including wholesaling

Person Specification

This is a project managing role which takes in a wide array of different tasks. The appropriate candidate will have the following skills and experiences:

Essential

- Experience of project management
- Experience managing budgets
- Experience of marketing and sales.
- Experience working with larger wholesalers, desirably in the context of developing sales relationships
- Competent use of spreadsheets (I.e: for budgeting, tracking sales etc)
- Use of accounting software (we use Quickbooks) or willingness and capability to learn this
- Experience of using multiple communication tools and social media platforms for promotion and engagement (e.g: facebook, instagram, mailchimp, working with the press)
- Experience of working within grassroots / a non hierarchical setting
- The ability to work closely with / be accountable to different colleagues and teams
- The ability to self-start and work well independently
- Ability to attend regular team meetings and to contribute effectively
- An understanding of the history, objectives, members and vision of the LWA
- Ability to adapt, problem solve and innovate in response to challenges

Desirable



- Experience collaborating with artists and creators to develop innovative projects.
- Experience in developing new products and bringing creative ideas to the table
- Experience of marketing, PR or communications in a grassroots / not for profit context
- Ability to travel for meetings and events.
- A passion for, and direct experience of climate and social justice organising.

How to apply:

Please send (max) 1 page 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)

Please also attach an example of something you have worked on which you feel shows your suitability for this position. Suggested examples are as follows (this is not an exclusive list):

- Evidence of involvement in product development (from concept and design to bringing to market)
- An example of a feasibility study / project plan for a product, service or enterprise
- A budget or business plan for a product, service or business enterprise

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 '**Application to Calendar Project Coordinator role**' 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 us (merchandise@landworkersalliance.org.uk) and we will try our best to respond. Please email us well in advance of the closing date.

The Landworkers' Alliance – A grassroots union for farmers, growers and land-based workers
Website: www.landworkersalliance.org.uk Facebook: @landworkersalliance

