



The Landworkers' Alliance Membership Events Coordinator

Hours: 3 days (24 hours) per week.

Working days: The person in this role is required to work Tuesdays. The rest of the hours can be worked flexibly within the working week. This role will also include capacity for some evening and weekend working at times when running events.

Duration: Until end of Sept 2023, with commitment to extend subject to funding.

Location: Working remotely with the capacity for some travel UK wide.

Remuneration:* £17,734 gross annual salary PAYE (£29,557 pro rata). With annual increase, subject to review. Statutory pension contribution and holiday allowance.

Closing date for applications: Thursday 26th May 2022 at midnight

Interview period: Friday 17th June 2022

Start date: As soon as possible, or subject to negotiation.

Website: landworkersalliance.org.uk

**The LWA currently 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-up 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. The working mode in the LWA is relatively autonomous and the function of the staff in the LWA is to design, develop and deliver work plans and projects that include coming up with team objectives and targets and creating strategies to deliver work inline with the objectives, priorities and targets set by the LWA Coordinating Group and membership. In addition to specific job responsibilities of the role, staff may be required to participate in staff meetings, staff trainings, staff Strategy days, membership engagement events and the LWA Annual General Meeting.

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 UK. 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.

The use of personal IT equipment is required for this role. If this poses a challenge for you we encourage you to get in touch (contact details below) as we do not wish this to be a barrier to applying.

ROLE OVERVIEW:

The LWA are seeking to recruit a Membership Events Coordinator to coordinate the LWA membership calendar of key democratic events throughout the year, and to help support member-led groups within the LWA and LWA members with advice and skills for organising local events and mobilisations.

The Membership Events Coordinator will work in an event coordination capacity to design, develop and deliver our four key membership engagement events in the calendar year.

It is especially important to the LWA to deliver inclusive, participatory, energetic events, ensuring that the sense of togetherness as a union and momentum of movement building is



retained and enhanced at this crucial time, and we greatly value being able to gather in person. Whilst we hope to be able to continue to organise and deliver in-person events we also acknowledge the impact Covid-19 has had on transitioning a lot of things online, and it's unlikely we will fully go back to in-person events only in the future. Since 2020 we have been successful in transitioning our events schedule to an online programme of webinars, trainings, informal sessions and an AGM via online platforms. We will plan to run in-person events as long as it remains safe and within current national guidelines to meet in this way. We will plan contingencies for transitioning to online events should we need to do so. In addition, we recognise that as a national, dispersed union it is beneficial to include online access to events where possible for those unable to attend in person.

Initially this role is funded until the end of September 2023, with 3 days (24 hours) per week, with a view to extend subject to funding.

JOB DESCRIPTION:

The Membership Events Coordinator is a 3 day per week role to coordinate the development and delivery of the four main events of the LWA's membership engagement and democratic participation calendar.

This role bridges the Membership Team and the Events Team and will also collaborate closely with other LWA staff teams such as the the Media and Comms team, the Finance Team and the Operations team. The role will also work with regional and branch coordinators, LWA members and the LWA Coordinating Group.

In some instances this role will include being the lead organiser for events, in others it means collaborating with other staff on the Membership Team and Events Team or providing more light touch support for member-led events. The primary events focus would be the Organisers' Assembly, the AGM, Regional Assemblies and the LWA Staff Strategy Days.

The role will include taking the lead on organising the logistics of events to ensure that they run smoothly and meet the desired outcomes. This will include tasks such as finding and communicating with venues; organising caterers, speakers and performers; managing promotion and ticket sales; communicating and collaborating with members and the general public; producing/curating programmes; organising and managing volunteers; and securing funding or donations if necessary.

It is also desirable that the person in this role will be able to oversee the facilitation, curation and programming of certain events. This will include designing the content, flow and



delivery of the event in collaboration with relevant staff and LWA members. This includes designing and delivering events programmes which weave together workshops, presentations and interactive sessions in a way that balances content, celebration, strategising, rest, rejuvenation and connection in order to build our social movement. In other events the role will have a much stronger emphasis on logistics and other staff members in the Membership Team will lead on programming.

Examples of Member led events that might require some support include regional, Branch, sector and working group gatherings which feed into the democratic processes of the Organisers' Assembly and AGM.

In particular the Membership Events Coordinator will have responsibility for delivery / co-delivery of the following key events. These four events make up the LWA's annual cycle of democratic participation and membership engagement in the strategic direction of the LWA, and the backbone to the collective steering and functioning of our union. Each event feeds into the others in an annual cycle of engagement, evolution and feedback.

- 1. The LWA Organisers' Assembly** - The Organisers' Assembly is an annual gathering bringing together 30-50 member delegates from regional, branch and sector organising teams, and identity-based working groups. The Assembly is a membership engagement and democratic body which allows the LWA membership to develop and steer the work of the LWA, and strengthen the internal democratic organising of the union. The Organisers' Assembly is a concept that is in development and the Membership Events Coordinator will work closely with the LWA Membership Team to coordinate the logistics and programming. This year the Organisers' Assembly will be held in person in October 2022.
- 2. The LWA Annual General Meeting (AGM)** – The AGM is the annual gathering of LWA members to build the movement, discuss key issues, make decisions affecting the governance of the organisation, share skills and celebrate together. The AGM historically moved around the UK in different residential venues that can provide meeting space for 100+ members. As the LWA expands and the membership grows we are looking to organise online and in person AGMs in alternating years. This role will need to be able to organise both online and in-person AGMs.
- 3. LWA Regional Assemblies** - As part of the cycle to consolidate decisions made and information shared at the Organisers' Assembly and AGM, LWA regional organising teams will hold membership assemblies in the weeks following the AGM. The Assemblies will be a space for network building, learning, celebration, and planning



for the year ahead. The Membership Events Coordinator will support the regional organising teams to plan and deliver the Regional Assemblies, acting as a key link between the regional teams and LWA UK. The regional assemblies are usually held in the autumn - winter.

4. Landworkers' Alliance annual staff strategy days

The annual staff strategy days are held in February of each year and are key to reviewing the aims, objectives and directions of the staff teams working to deliver the strategy set by the LWA Coordinating Group and membership. The Staff strategy days are usually held in person in February and this is a key meeting space where we meet together physically. At these strategy days we not only assess and review the direction of our work, but we also come up with new strategies, targets and aims within each team that we set for the year ahead.

In addition, the Membership Events Coordinator will have creative freedom to work on other ideas for events - both in-person and online with a view to broadening the reach and visibility of the LWA and offering members multiple opportunities to engage and participate in building the movement and sharing skills and knowledge. This may include webinar series, workshops, farm tours and more.

It will also be appropriate to work with other LWA co-workers, members and volunteers to offer advice and support to LWA branches, regions, sectors and working groups putting on events around the UK.

SPECIFIC ROLES AND RESPONSIBILITIES:

- Working with the LWA Membership Team to develop the content, framing and delivery of four key events listed in this Job description.
- Facilitating and coordinating both online and in person meetings and gatherings when event planning.
- Engaging with the LWA membership in organising and programming events.
- Ensuring all aspects of events are delivered in line with the values and ethos of the LWA.
- Liaising and collaborating with other member(s) of the Events Team to ensure continuity and collaboration across all events in the LWA annual calendar.
- Writing and managing budgets and planning timelines for the events.
- Fundraising for events where necessary.
- Liaising with allies and other organisations involved in the events.



- Organising and managing contracted assistants and volunteers.
- Ensuring events are accessible to a diverse audience and ensuring diverse voices are heard and can participate.
- For in person events finding and liaising with venues
- For in person events organising caterers, speakers, presenters, workshop leaders and performers, etc.
- For both online and in person events coordinating event promotion and ticket sales through the website, newsletters and social media channels.
- For both online and in person events ensuring the smooth running of events by overseeing the delivery on the day.
- For both online and in person events producing and/or contributing to programming
- For online events coordinating technical delivery via chosen software for online events.
- Responsibility for ensuring that Health and Safety protocols are considered and implemented (including in relation to COVID-19), making sure the correct insurance is in place and ensuring events are delivered in line with legislative requirements.

PERSON SPECIFICATION:

We hope to appoint someone for this role who has the following skills and experiences. We have not separated these into essential and desirable skills, rather we encourage you to apply if you feel you meet enough of these skills to apply for this role and feel you could learn the skills once in post of those you have less experience in.

- Experience of organising the logistics, programming and delivery of large and diverse events
- Ability to manage complex logistics for in-person and online events
- Ability to maintain oversight of multiple streams of work
- Experience in handling and managing large budgets and grants
- Experience of fundraising for events and income generation from ticket sales, etc.
- A creative flair for planning and delivering energetic, participatory and inclusive events
- The ability to work in a diverse team, develop work plans, monitor progress, self manage, work autonomously where necessary and report on work done to the Membership Team and Coordinating Group
- Excellent written and spoken communication and interpersonal skills
- Excellent facilitation skills for both online and in person events and meetings



- Skilled in using multiple communication tools and social media platforms for promotion and engagement such as mailchimp, wordpress, googlegroups, discord/slack and facebook
- Online events organising and facilitation skills would be useful for this role
- Experience in grassroots or membership organising
- Experience in development of communications or engagement strategies
- Ability to travel for meetings and events

HOW TO APPLY:

*In order to address any potential unconscious bias in our selection process we are committed to anonymising applications. Please provide your name and contact details in the main body of your application email **only**. Please remove your name and contact details from your CV, responses to questions and any other supporting documents.*

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. Events are very important to LWA and are a key component of coming together as a union and to build the movement - please briefly outline how you would deliver inclusive, participatory, energetic events whilst also ensuring that we are creating a safe space for both in-person and online engagement? (½ page)

Please also attach an example of publicity and / or programme details for an event you have led on organising.

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 the Membership Events 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 us (info@landworkersalliance.org.uk) and we will try our best to respond. Please email us well in advance of the closing date.