

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 / info@landworkersalliance.org.uk



Gweithwyr y Tir - The Landworkers' Alliance – Wales Membership Engagement Coordinator

Hours: 2 days (16 hours) per week with paid overtime available for event attendance in the summer months.

Duration: 1 year (with the aim of extending subject to funding)

Location: This is a working from home role, and the candidate should be based in Wales and have capacity for regular travel for work, events and meetings.

Working days: The person in this role is required to work Tuesdays, as that is when the majority of Membership Team meetings happen. The rest of the hours can be worked flexibly within the working week. This role also requires capacity for some evening and weekend working for meetings and events with the membership.

Remuneration:* £12604.80 gross annual salary PAYE (£31,512 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: 9th April 2024

Interview period: w/c 22nd April 2024

Website: 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) or Gweithwyr y Tir (GyT), as it is known in Welsh, 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.

Mode of Working:

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 (Board of Directors), and LWA membership and LWA staff.

In addition to specific job responsibilities of the role, this role will include active participation and leadership in developing membership strategy and systems across all membership (England, Scotland,

Wales and Northern Ireland). The role will also include a portion of time dedicated to all staff work, such as participation in staff meetings and working groups, 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 work to create a supportive working environment that accommodates staff with caring roles, in particular those with child care responsibilities, and/or other responsibilities or needs. We can offer flexible working hours within the working week, and are willing to negotiate additional unpaid leave over the school summer holiday period. We also offer a bonus additional paid week of annual leave around Christmas and New Years to support all staff to be able to take a break and holiday over December- January.

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 and job description:

The LWA now has over 2300 members across England, Scotland, Wales and Northern Ireland, and we continue to expand and recruit more members and supporters. In Wales there are currently 380 members, and we aim to grow this in the years to come. We want to increase the number of actively engaged members, particularly in North Wales, and increase representation across a range of sectors. We also want to support members more broadly to become both more involved with the work of the LWA, and more connected to one-another, in their sectors, branches, regions and identity groups. We want to ensure that we are connecting with and meeting the needs of those who might be less represented in our current membership because of geography or demographics.

To do this we are looking to recruit a Wales Membership Coordinator 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, farming and forestry in Wales in order to develop and deliver strategies for membership recruitment, outreach and engagement. They must have an understanding of the importance of the Welsh language and will be responsible for keeping the LWA Welsh Language Policy up to date. The role will have freedom and flexibility to deliver a work plan and creative strategy to build, increase and strengthen the LWA's membership in Wales.

This role focuses on supporting members to self organise within the Wales branch of LWA in order to strengthen the ability of LWA to act as a grassroots, member driven organisation. A core part of the role involves building skills and support systems for member-led organising, primarily through the Wales organising team which is made up of member activists working in a voluntary capacity. The role involves ongoing support of the organising team, onboarding new member organisers, and supporting them to organise events and farm tours, and disseminate information through newsletters and social media. It also involves developing strategy around democratic engagement through structures like the Organisers' Assembly and AGM.

The role also includes more outwards facing membership engagement (e.g. updating the website, writing content for newsletters, supporting outreach at events), partnership building with other organisations, collaboration with LWA's Campaigns team, and attending key events in the food sovereignty and land justice movement. The Coordinator will strengthen the agroecological movement in Wales by taking the lead on the LWA's contributions to the Wales Real Food and Farming Conference and the Royal Welsh and any other events that are strategically important to the development of sustainable farming, forestry and landwork in Wales.

This role will also involve working closely with the Wales Policy Coordinator to engage members in policy and campaigning work as well as working with the rest of the LWA staff team to link UK wide work to Wales.

Specific responsibilities and outputs of this role will be:

Membership recruitment

- Coordinating, developing and delivering a creative and energetic strategy and campaign to increase and diversify the membership of Gweithwyr Y Tir – LWA Cymru.
- Keeping the Welsh Language policy up to date and living and evolving so that the Welsh language has equal status to that of English in Wales based LWA work and we are attracting and retaining Welsh speaking members in the movement.

Membership engagement

- Working with and supporting the Wales Organising team with events, farm tours, communications and policy engagement.
- Working with the LWA membership staff team to develop and improve existing systems of organising as well as democratic systems to engage members in strategy development.
- Supporting LWA members across Wales to organise regionally as well as around sectors and identity groups with advice, troubleshooting, signposting, and technical support.
- Working effectively and collaboratively across the LWA staff and member organising teams, linking Wales to UK wide activities.

Building the movement

- Taking the lead on the LWA's contribution to the Wales Real Food & Farming Conference.
- Leading on LWA's presence at the Royal Welsh and other agriculture, forestry or landwork related events in Wales.
- Working with the Wales Policy Coordinator on policy and campaign work to engage members in shaping campaigns and driving them forward, increasing effectiveness of campaigns and

ensuring members' needs are identified and prioritised.

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, as well as Welsh culture and context more generally.
- Ability to communicate confidently, sensitively and persuasively ideally in both Welsh and English the complex issues surrounding farming, the environment, forestry and food justice to potential members and supporters.
- A creative and innovative approach to membership recruitment and engagement with an ability to facilitate conversations and enthuse and inspire a broad range of potential members about the benefits of joining the LWA using diverse modes of engagement.
- Interest in developing the democratic governance systems of the LWA to strengthen the ability of the organisation to be led by and accountable to the membership.
- Awareness of the skills needed to plan events, build partnerships, develop organisational and campaign strategies and identify fundraising opportunities.
- A passion and demonstrable commitment to movement led change to develop food sovereignty and agroecology.
- 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.
- Familiarity with or willingness to learn use of Mailchimp newsletter software, social media platforms, excel and databases.
- Ability to travel to events and meetings.

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

There is potential for this role to include organising mobilisations/demonstrations. Experience in this will not be essential for the role, but if you do have experience in this please tell us about it.

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) 3 pages written response, or alternatively (max) 5 minutes audio / video in either Welsh or English, to the following questions, with reference to the job description and person specification:

- 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?
- How would you go about broadening the reach of the LWA's membership in Wales?

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 with 'Wales Membership 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 22 April 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 admin@landworkersalliance.org.uk. Please email well in advance of the closing date.