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Wild Ingleborough Community Engagement Officer

**About us**

Yorkshire Wildlife Trust is one of the region’s largest and oldest charities, starting life by taking on the ownership and management of Askham Bog nature reserve on the edge of York in 1946. It is one of the 46 Wildlife Trusts and the *Royal Society of Wildlife Trusts* that together collectively form *The Wildlife Trusts Partnership*. Together, they are biggest organisation in the UK working solely for nature.

Today, we employ more than 160 staff, work alongside over 800 volunteers and up to 50 trainees and are supported by nearly 44,000 members. We manage over 100 nature reserves covering just over 3,000 ha of land and work with many other land managers assisting them to improve wildlife on their land. We involve people in nature conservation through the simple inspiration of visiting a Trust nature reserve, through events, environmental education and community involvement. We communicate and advocate for nature across all of Yorkshire, not least through commenting on over 400 planning applications each year.

Our mission is to ***restore wildlife by making Yorkshire wilder together.***In pursuit of ourvision where, ***Yorkshire is rich in wildlife for the benefit of everyone with more wildlife, more wild places and more people having a strong connection to nature.***

In 2020/21 we refreshed Yorkshire Wildlife Trust’s Strategy, to be bolder in our ambitions for a Wilder Yorkshire, from 2021 to 2025, we will focus on five delivery themes to:

* + Restore and Grow Wild Places;
  + Partner for a Wilder Yorkshire;
  + Create a Wilder Future;
  + Foster a One Trust culture; and to
  + Be Financially Strong and Sustainable

# The team looks after over 30 nature reserves within this patch and works on a variety of projects in the wider countryside. The Community Engagement Officer will be part of the team working to implement the Wild Ingleborough Project, working to restore areas of Ingleborough owned by Natural England and YWT, located in the Western Yorkshire Dales.

# The post-holder will report to the Wild Ingleborough Project Officer delivering a programme of work developed and managed by the Wild Ingleborough partnership made up of Natural England, the University of Leeds, United Bank of Carbon, the Woodland Trust and the World Wide Fund for Nature.

# The work will involve building relationships with the community in order to raise awareness and support for the Wild Ingleborough project. This will help secure buy-in, support and involvement from a broad range of audiences. This will be through face-to-face meetings, workshops and events and also through developing an online and literary presence.

# The post-holder will also work with the partnership and other organisations such as the National Park, to evolve our physical and digital/online access plans for the wider Ingleborough site, integrating with public transport and the PROW network in order to encourage sustainable visits to the Ingleborough area.

# Job Description

## Outline

Responsible to: Wild Ingleborough Project Officer

Responsible for: Volunteers, trainees and contractors

Based at: Wild Ingleborough office, Selside, Ribblesdale, North Yorkshire.

## Brief

The role holder will work on behalf of the partnership to develop and deliver the community engagement and access plans for the Wild Ingleborough project. The postholder will need to work collaboratively across multiple internal and external teams, nurture and develop a team of volunteers, and maintain and strengthen relationships with new and existing community partners.

**Community Engagement**

* Develop and deliver a successful community engagement programme, ensuring all key audiences are identified, consulted with and appropriately engaged or secure their awareness of and input to the development of the project.
* Promote the project and enthuse people about the spectacular nature of Ingleborough through volunteering opportunities (such as tree planting and supporting the montane nursery), events, social media and effective networking with a wide range of individuals and organisations.
* Work closely with project partners to develop and deliver innovative community engagement projects to help involve and engage a diverse range of local people and visitors. Develop detailed briefs for the projects, seek collaborative partners and support the implementation of the projects.
* Organise community consultation activities, such as public talks, workshops and exhibitions tailored to the needs of specific audiences, to seek their feedback, raise concerns and offer them the opportunity to have their say about and input to, the direction and implementation of the project.
* Develop links with local schools, support engagement activities with them and host visits by groups of school children to the project.
* Securely gathering quantitative attendee/community data, collecting qualitative audience feedback and regularly reporting on these and other agreed metrics within the community engagement programme to the Project Officer.
* Ensure onward supporter journeys and stewardship plans are in place for participants, e.g. through signposting to forthcoming events, to deepen engagement with Wild Ingleborough and the partners.
* Undertaking robust risk assessments and follow all relevant operational procedures and health and safety policies (including our Covid-security measures) in delivering community engagement activities, in partnership premises, third party venues, in remote outdoor locations or in a digital landscape.
* Provide feedback to the Wild Ingleborough Partnership in conjunction with the Project Officer and work collaboratively to implement insights and to solve any arising concerns and issues.
* Work collaboratively with partners to monitor the impact of our community engagement work, providing data and reporting to the project officer and partners to demonstrate impact.

## Online promotion

* Work with the partners to develop an interactive online presence for Wild Ingleborough to act as an information source; increase engagement and accessibility from a diverse audience; inspire media attention and raise awareness of the project.
* To produce relevant and impactful website and social media content, including short videos and live activities, accounting for the partnership organisations style guide and brand guidelines and to share these with the appropriate partner social media platforms.

**PR and Media Relations**

* Work closely with partner media teams to support media enquiries and activities, such as developing press releases, conducting media interviews and supplying high quality content for publication as required.
* Work closely with the partnership and the Project Officer to identify key project milestones which can be released to the media to raise awareness and interest in the project.
* Creating written content for, and overseeing the production of, engaging interpretation resources

## Other

* Promote the Trust and partner organisations whenever possible.
* Demonstrate our Trust values every day behaving with courage, respect, and integrity whilst trusting others and taking responsibility for your actions at all times.
* Support and promote the Trust’s commitment to equality, diversity and inclusion.
* The Trust is committed to safeguarding and promoting the welfare of children, young people, and adults at risk and expects all staff and volunteers to share this commitment.
* Abide by all Trust policies.
* Undertake other duties as requested by your line manager and in line with the post.

# Person Specification

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| **Experience** |  |  |
| **Criteria** | **Essential/Desirable** | **Measured By:**  **Application/Interview** |
| Experience of organising, co-ordinating and delivering consultations, events and activity programmes for a wide range of audiences. | Essential | Application/Interview |
| Experience of working with partners to deliver complex projects and collaborating to overcome challenges | Essential | Application/Interview |
| Experience of working with the press and media, including conducting media interviews | Desirable | Application/Interview |
| Experience of working with school groups | Desirable | Application/Interview |
| Experience of developing stakeholder analysis, community engagement and/or visitor access plans | Essential | Application/Interview |
| Experience of writing engaging content for online and traditional media, including websites, social media and blogs. | Essential | Application/Interview |
| Experience of working with and supporting volunteers and apprentices. | Essential | Application/Interview |
| Knowledge of Safeguarding procedures and policies | Essential | Application/Interview |
| **Knowledge and Understanding** |  |  |
| **Criteria** | **Essential/Desirable** | **Measured By:**  **Application/Interview** |
| Sound understanding of nature conservation, carbon sequestration and the environment, rewilding and other key concepts linked to this project. | Desirable | Application/Interview |
| Understanding of rural/farming communities | Desirable | Application/Interview |
| **Skills and Qualifications** |  |  |
| **Criteria** | **Essential/Desirable** | **Measured By:**  **Application/Interview** |
| Educated to degree level or equivalent | Essential | Application |
| Excellent communication skills, both verbal and written, with the ability to speak confidently to a wide range of audiences. | Essential | Application/Interview |
| Competent using Microsoft Office programmes, as well as Teams/ Zoom for remote meetings and workshops. | Essential | Application |
| Ability to organise and prioritise diverse work programmes effectively, often to tight deadlines, and monitor outcomes. | Essential | Application/Interview |
| **Personal Qualities** |  |  |
| **Criteria** | **Essential/Desirable** | **Measured By:**  **Application/Interview** |
| Motivated, committed person with the ability to work well on own initiative and co-operatively as part of a team. | Essential | Application/Interview |
| Confident and personable, able to engage and develop rapport with a wide range of stakeholders | Essential | Interview |
| Flexible, can-do attitude, happy to go the extra mile to help the wider team as required by the line manager | Essential | Interview |

## Terms and Conditions

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| Salary: | £24,000. Salaries are paid on the 20th of each month by bank transfer and cover the period of the 1st of the month to the last day of the month. |
| Hours: | 35 working hours per week, Monday to Friday. The nature of the post’s duties may from time-to-time require evening and weekend work. Paid overtime is not available, but time off in lieu will be given. |
| Contract | 30 months, fixed term, 1st January 2022 to end June 2024. |
| DBS: | As part of our recruitment and selection process and commitment to safeguarding, we will undertake a DBS check for all individuals in this role. This is because they will be working with children from time to time. Any offer of employment will be subject to a satisfactory disclosure report. DBS checks will be repeated every 3 years unless there is a good reason to request one sooner. |
| Flexibility: | Subject to ensuring that the needs of the business and the role are met, the Trust, where possible, endeavours to meet the flexible working needs of its employees. |
| Holidays: | 25 working days per annum in addition to normal public holidays plus 3 additional office closure days between Christmas and New Year (pro rata for part time employees). |
| Pensions: | You may be eligible to be auto enrolled into the Trust’s Group Flexible Retirement plan. Written terms of the scheme are available on request from finance. |
| Cycle to work scheme: | The Trust runs a Cycle to Work Scheme. Details of which are available on request. |
| Employee Assistance Programme: | The Trust provides paid staff with access to an Employee Assistance Programme. This is a confidential service which aims to provide staff with support for a range of issues. Further details are available from the HR and Training Manager. |
| Health Questionnaire: | You will be required to complete a health questionnaire prior to any unconditional offer of employment being made. |
| Equal Opportunities: | Yorkshire Wildlife Trust is committed to equal opportunities and appoints on merit. We welcome applicants from all sections of society regardless of gender, sexual orientation, race, disability, marital status, age and religion, perceived community background or political beliefs. |
| Notice Period: | Generally 4 weeks. One of the conditions of passing the probationary period is that all appropriate online Healthy and Safety training modules are passed. |
| Place of Work: | The post will be based at The Wild Ingleborough office, Selside, Ribblesdale, North Yorkshire. |
| Travel: | Public transport is encouraged although pool vehicles are available. In exceptional circumstances the use of the officer’s own vehicle may be necessary for business use for which a mileage rate of 40p per mile will be paid. |
| Training: | The Trust is fully committed to personal development and training and offers each employee an individual training budget which can be spent on a variety of both internal and external training. |
| Closing deadline: | Monday 20th December at 9am. |
| Interview date: | Thursday 6th January 2022. |