

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



The Landworkers' Alliance - Membership Recruitment and Outreach Coordinator

Hours: 2 days (16 hours) per week

Duration: Two year contract

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

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: end of November or ASAP

Closing date for applications: Midnight 25th October

Interview period: Middle two weeks of November (exact date TBC) via Zoom

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

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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 be both more involved with the work of the LWA, and more connected to one-another, in their sectors, branches, regions and working groups. The Membership Recruitment and Outreach Coordinator will be leading on this work.

We are seeking a confident and skilled communicator and facilitator, who understands the complex issues and dynamics surrounding food and farming in the UK and internationally 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 that may include (but is not restricted to) a communications and engagement campaign, recruitment at events and fairs, collaborating with other food and farming organisations, and working with the LWA membership across Wales, Scotland and England to build membership at a local and sectoral level.

The Membership Recruitment and Outreach Coordinator will meet with the Coordinating Group and staff of the LWA to develop proposals and deliver an agreed work plan with targets set by the Coordinating Group. This role will work alongside staff positions 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 positions across the UK including Branch Coordinators in England, Wales and Scotland, and sectoral and regional groups.

Specific responsibilities and outputs of this role will be:

Membership recruitment

- Coordinating, developing and delivering a creative and energetic strategy and campaign to increase the membership of the LWA to 3,000 producers and 1,000 supporters over five years.

Membership outreach

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- 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.
- Coordinating bi-annual 'Organisers' Assembly' meetings for representatives of branches, regions, sectors, working groups, staff and the Coordinating Group
- Working effectively and in collaboration as part of a dynamic team with the LWA Coordinating Group, staff, branch organisers, regional coordinators and the LWA members.

Person Specification:

This is a complex role which requires a wide range of skills and experiences. The appropriate candidate will have the following skills and experiences:

- Experience of grassroots organising.
- Ability to communicate confidently, sensitively and persuasively the complex issues surrounding food sovereignty, agroecology and food justice to potential members and supporters.
- A solid understanding of the history, politics and practice of agriculture in the UK, and what sets the LWA apart from other membership organisations in the field.
- A creative and innovative approach to membership recruitment and engagement with an ability to enthuse and inspire 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 Group 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

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 competent to do so.

- Designing and sending newsletters on platforms such as Mailchimp

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- Creating engaging content on social media platforms including Facebook, Twitter and Instagram
- Confidence using excel and databases
- Ability to drive/travel irregular hours

How to apply

Send (max) 3 pages written response or (max) 5 minutes audio / video

1. What experiences do you think qualify you for this role, and what skills will you bring to this work?
2. Which part of this role do you think you would find the most challenging?
3. What do you think sets the LWA apart from other membership organisations in the field of food and farming?
4. How many *potential* members do you think the LWA has in the UK, and who are they?
5. How would you go about increasing the LWAs membership to 3,000 producers and 1,000 supporters?

Please also attach a short CV (max 2 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 'Membership Recruitment and Outreach Coordinator' in the subject heading.

We will endeavour 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 mid-November 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@landworkersalliance.org.uk and she will try her best to respond. Please email Charlotte well in advance of the closing date.