



## The Landworkers' Alliance Sales and Merchandise Coordinator

**Hours:** 3 days (24 hours) per week.

**Duration:** Until end Sept 2023 - with aim to extend

**Location:** Working remotely with the capacity to travel for meetings

**Remuneration:**\* £17,472 gross annual salary PAYE (£29,120 pro rata). With 1.5% annual increase, subject to review. Statutory pension contribution and holiday allowance.

**Closing date for applications:** 11.59pm Sunday 23rd May

**Interview period:** w/c 31st May

**Start date:** Mid to late June or ASAP

**Website:** [landworkersalliance.org.uk](http://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 LWA are seeking to recruit a Sales and Merchandise Coordinator who will work together with another member of staff in a similar role to lead on coordinating creative income-generating projects for the organisation. Over the next few years we aim to increase the amount of revenue generated through sales in order to meet our organisational financial targets, and increase our financial autonomy and resilience.

Initially this role is until the end of September 2023, three days per week, although our aim is to make it a long term position. The Sales and Merchandise Coordinator can manage the hours as they deem most appropriate to deliver the outcomes required.

A key objective of this role is to raise enough income to ensure the sustainability of the role going forward, whilst generating surplus that will help fund our core activities.

This is a dynamic role that will involve creating and delivering innovative ideas for products and merchandise that can support our membership and vision whilst generating revenue to support the growth of the organisation.

### **Job Description:**

The new Sales and Merchandise Coordinator will work together with another member of staff in a similar role, who is already in post. The aim for this role is to build our income generating capacity in the area of sales and merchandise. The post holder will work with LWA's Merchandise Working Group to set priorities for their role. They will also work closely with their sales and merchandise colleague to deliver the income generating activities that have been prioritised. They will create development plans and budgets, collaborate with artists and designers, and be



responsible for managing product creation, sales and distribution. A key focus will be delivering ethically sourced products, in line with LWA values and ethos.

The Sales and Merchandise Coordinator will co-develop and co-manage new lines of merchandise to be sold at events and through the online shop hosted on our website. They will also build on existing enterprises like the LWA calendar (project managed by the other team member) to deliver a wall chart year planner and a diary for 2022.

Excitingly, this role will also be responsible for researching and scoping opportunities for the future creation of LWA branded workwear; and potential project coordination for an LWA almanac.

### **Specific responsibilities of this role will be to:**

- Co-develop ideas for products and merchandise that can be income generating enterprises.
- Co-develop and manage project plans and budgets for these enterprises.
- Collaborate with artists and designers.
- Liaise with third-parties for manufacture of products.
- Co-manage the enterprises and sales.
- Co-manage the online shop.
- Ensuring all products are ethically sourced in line with the values and ethos of the LWA.
- Shared responsibility for organising stock, managing stock levels and distributing sales.
- Shared responsibility for distributing stock to go on sale at LWA and external events and / or to third party outlets.

### **Person Specification:**

We hope to appoint someone for this role who has the following skills and experiences:

#### **Essential**

- Experience of project managing product development - from concept and design stage through to manufacture, delivery and sales.
- Experience working in a creative coordination role in a retail or sales environment. (Specific experience in online retail would be advantageous.)
- An understanding of profit margins and experience managing a budget, using spreadsheet tools.
- Detail oriented and understands the importance of keeping clear, concise records and systems.



- Experience collaborating with artists and creators to develop innovative projects.
- Experience of researching and producing full feasibility studies for new projects / enterprises.
- An excellent communicator, happy to work cooperatively and collaboratively.
- Proven ability to work closely and accountably with other team members eg to develop work plans, monitor progress, and report on work done; whilst also being self-starting and able to work from initiative to get things done.
- Ability to travel for meetings and events.

### **Desirable**

- Some experience with accounting systems such as Quickbooks, and e-commerce platforms such as Woocommerce. A willingness to learn and work with these systems is essential.
- Experience and / or interest in working on apparel (specifically workwear)
- Experience of using multiple communication tools and social media platforms for promotion and engagement.
- Experience of grassroots organising.
- An understanding of the history, objectives, members and vision of the LWA
- A passion for, and ideally direct experience of, small-scale, ecological land based work, food sovereignty and agroecology.

### **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

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



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](mailto:admin@landworkersalliance.org.uk) with 'Sales and Merchandise 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](mailto:info@landworkersalliance.org.uk)) and we will try our best to respond. Please email us well in advance of the closing date.