



The Landworkers' Alliance – Events Coordinator

Hours: 3 day (24 hours) per week.

Duration: Until end of Sept 2023

Location: Working remotely with the capacity for some travel

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

**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 an Events Coordinator to coordinate a calendar of key organisational events, and to help support LWA members and regional coordinators with advice and skills on organising events and mobilisations.

The Events Coordinator will work in a coordination capacity across the organisation bringing together and providing a central link for the various members of staff, Coordinating Group and members involved in delivering events across the UK. In particular the Events Coordinator will work closely with other members of staff involved in member outreach and support, mobilisations and actions, programmes, training and education, sales and merchandising. The Events Coordinator will also work closely with the media and communications team to promote events.

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.

Initially this role is funded until the end of September 2023, with 3 days (24 hours) per week, although our aim is to make it a long term, self-funded position. Alongside organising the events, a key objective of the role is to raise revenue through ticket sales, donations, grants, etc. This will ensure the events at least breakeven and some are profitable. Funds raised will support the Events Coordinator salary, and help support other LWA activities in the longer term.

Whilst we hope to be able to organise and deliver in-person events for 2021 and beyond we are of course mindful of the situation due to COVID-19. During 2020 we were successful in transitioning our events schedule to an online programme of webinars, trainings, informal sessions and an AGM via Zoom. 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 in 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.



Job Description:

The Events Coordinator will work with the LWA Coordinating Group and staff to coordinate the overall events programme for LWA, develop the content and framing of the events, and support or lead on communication and delivery. They will then take the lead on organising the logistics of the 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; communications with members and the general public; producing/curating programmes; organising and managing volunteers; and securing funding or donations if necessary.

In particular the Events Coordinator will have responsibility for delivery / co-delivery of the following key events:

1. **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 typically moves around the UK in different venues that can provide meeting space and has residential capacity for around 150 - 200 people. Circumstances due to COVID-19 or otherwise may mean that the AGM for 2021 goes online and the Events Coordinator will need to be able to organise an in-person or online event.
2. **The LWA Organisers' Assembly** - The inaugural Organisers' Assembly is planned for 2021 as 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 Events Coordinator will work closely with the LWA Membership Team to coordinate the logistics and programming.
3. **The Oxford Real Farming Conference (ORFC)** – The LWA organises a number of sessions at the ORFC which takes place in early January (online in 2021). Although the ORFC coordinates the organisation of the conference, the LWA are responsible for a programme of sessions and a stall, and work to support the ORFC team with overall event content and programming.
4. **Mobilisations, especially COP26** - currently expected to be held in Glasgow in November (1st-12th 2021). This major UN conference usually expects 30,000 official delegates and many more participants from civil society. There is the possibility of further postponement or for it to be an online summit. The LWA are organising a delegation from Via Campesina, and will also be coordinating several events and mobilisations bringing together food sovereignty and climate justice movements in the run up to and during COP. The Events Coordinator will work with staff focusing on mobilisation and COP26 in a supporting role.



- 5. The Land Skills Festival** – an outdoor, 2-3 day festival of land based skills over the summer in 2021. This will be the first time we are organising the Land Skills Festival, and we hope to build it into an annual key summer event that can accommodate hundreds of people and raise funds for the LWA. Bringing together members and supporters to share skills, celebrate, discuss issues and organise - this will be an excellent opportunity to build our movement and party! There is a team in place to deliver the festival for 2021, the Events Coordinator will take a key role in delivering this event for 2022 onwards.

In addition, the 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. The Events Coordinator will also support the creative engagement and mobilisation team in events such as the Good Food March and other one-off mobilisations / direct actions.

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 groups putting on events around the country.

The Events Coordinator will be expected to collate and publish a calendar of LWA events - detailing what is going on across the organisation, its branches, regions and sectors.

Specific responsibilities of this role will be:

- Writing and managing budgets and planning timelines for the events.
- Fundraising for events where necessary.
- Finding and liaising with venues.
- Liaising with allies and other organisations involved in the events.
- Ensuring all aspects of events are delivered in line with the values and ethos of the LWA.
- Organising caterers, speakers, presenters, workshop leaders and performers, etc.
- Coordinating event promotion and ticket sales through the website, newsletters and social media channels.
- Producing and curating programs.
- Organising and managing contracted assistants and volunteers.
- Ensuring the smooth running of events by overseeing the delivery on the day.
- Coordinating technical delivery via chosen software for online events.
- Ensuring events are accessible to a diverse audience and ensuring diverse voices are heard and can participate.
- Coordinating the Events Working Group (composed of members of staff and LWA Coordinating Group representatives) to develop strategy around events, take



operational decisions and ensure there is a central place for bringing together all those involved in events in various capacities across the organisation.

- In addition the Events Coordinator will work with the Coordinating Group and staff of the LWA to develop the content, framing and delivery of the 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.
- Providing support for other online events where possible and appropriate.

Person Specification:

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

- Experience of organising large and diverse events.
- Ability to manage complex logistics for in-person and online events.
- 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 Coordinating Group.
- Excellent communication, facilitation and interpersonal skills.
- Skilled in using multiple communication tools and social media platforms for promotion and engagement.
- Online events organising and facilitation skills would be useful for this role.
- A passion and demonstrable commitment to movement led change to develop food sovereignty and agroecology.
- Experience of grassroots organising.
- Ability to travel for meetings and events.

How to apply:

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)

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



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 '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.