

The Landworkers' Alliance

A grassroots union for farmers, growers, foresters and land-based workers

www.landworkersalliance.org.uk



The Landworkers' Alliance - Scotland Membership Outreach Coordinator

Hours: 2 days per week

Duration: 1 year initial contract

Location: Working remotely with the capacity for regular travel for work, events and meetings

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: early to mid-October 2021, or as soon as possible thereafter

Closing date for applications: 19th September

Interview date: 28th September

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 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 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 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

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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.

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.

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.

Role overview and job description:

As part of the LWA's growth strategy in the coming years we want to expand UK wide membership from 1,500 to 3,000 producers and reach 1,000 supporters by 2025. We also want to support members to become both more involved with the work of the LWA, and more connected to one-another, in their sectors, branches, regions and working groups. The recently recruited UK wide Membership Outreach and Recruitment Coordinator will be leading on this work, along with other staff in the Membership Team especially the Wales and England outreach roles.

In Scotland there has been a 100% increase in members over the past year with 130 members and 15 supporter members. Our work in Scotland has been focused on policy engagement and development, as well as the COP climate change conference in Glasgow in November. As our membership grows, ensuring that we have strong outreach and engagement with our members is an increasing priority.

We are seeking a confident and skilled organiser, communicator and facilitator, who understands the complex issues and dynamics surrounding food and farming in Scotland in order to develop and deliver strategies for membership 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. Other elements of the work may include (but are not restricted to) a communications and engagement campaign which could include events for members to get together, farm tours etc, collaborating with other food and farming organisations, and working with the LWA membership across Scotland to build local and sectoral member-led groups.

The Scotland Membership Outreach Coordinator will work alongside the Scotland Policy and Campaigns Coordinator to support synergies between our policy and membership related work and to organise joint activities. They will also identify and support regional coordinators from amongst the membership who will participate in the UK wide LWA Organisers' Assembly.

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This is a varied role, but in a typical week, you can expect to support the work of member-led committees, attend relevant events, represent the views of LWA Scotland members in wider LWA meetings, match members to volunteer organising roles in the Scotland branch, and act as a channel of communication between LWA Scotland members and the wider work of LWA.

Specific responsibilities and outputs of this role will be:

- Developing and improving existing communication channels and forums, and working with LWA members to develop and improve skills for regional organising.
- Working with the LWA Membership Team and LWA staff in Scotland to establish a member-led Scotland Coordinating Group to bring together and represent the views of LWA members in Scotland.
- Play a key role in establishing and building member-led groups in Scotland through attending and facilitating meetings (where needed / appropriate), sharing information and supporting the development and strategy of these groups. This will involve proactively contacting, energising and encouraging members, plus connecting them up with each other where needed.
- Organising events and supporting member-led groups in their organising of events and getting them involved in LWA activities, campaigns, etc.
- Membership outreach and engagement at events run by LWA and in partnership with other organisations.
- Bring Scotland level perspectives and updates into UK-level working groups, discussions, events, etc and support recruitment of Scotland members to the Organisers' Assembly.
- Respond to Scotland members' enquiries by phone and email. Offering relevant help and advice where possible and signposting to resources.
- Support the work of the Scotland Policy and Campaigns Coordinator by helping to engage members in our policy work and help facilitate direct engagement with policy makers.
- Coordinating, developing and delivering a creative and energetic strategy and campaign to increase and diversify the membership of the LWA in Scotland.

Person Specification:

The appropriate candidate will have the following skills and experiences:

- Experience of grassroots organising, ideally as a union or community organiser.
- A solid understanding of the history, politics and practice of agriculture, crofting and other land based work across Scotland, and what sets the LWA apart from other membership organisations in the field.
- Ability to communicate confidently, sensitively and persuasively the complex issues surrounding food sovereignty, agroecology and food justice to members and supporters.
- The ability to engage and empower members to self-organise, and to communicate with



discretion and build trust with members.

- A creative and innovative approach to membership engagement with an ability to enthuse and inspire members using diverse strategies, communication tools and modes of engagement.
- Strong skills and confidence working and collaborating as part of a diverse, busy team operating with cooperative principles, and 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 Membership Team 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 engagement, recruitment and mutual benefits.
- A passion and demonstrable commitment to movement led change to develop food sovereignty and agroecology .
- It would be helpful to have a background in land work but this is not essential.

Technical Skills

In addition, the successful candidate should be able to demonstrate experience of the following platforms, or be confident that with appropriate training they would be competent to use them.

- Designing and sending newsletters on platforms such as Mailchimp.
- Creating engaging content on social media platforms including Facebook, Twitter and Instagram.
- Familiarity with Google Workspace applications.
- Confidence using Excel / Google Sheets and databases.
- Experience with technical aspects of organising events, farm tours etc.
- Ability to drive/travel irregular hours

How to apply

Send (max) 3 pages written response, or alternatively (max) 8 minutes audio / video to the following questions:

- 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?

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- What do you think sets the LWA apart from other membership organisations in the field of food and farming?
- How many potential members do you think the LWA has in Scotland, and who are they?
- How would you go about broadening the reach of the LWA's membership in Scotland to include all sectors and regions?

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 'Scotland Membership Outreach 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 24th September 2021 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.steel@landworkersalliance.org.uk or info@landworkersalliance.org.uk. Please email well in advance of the closing date.