

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.

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Bilingual Job Description please scroll for English

## Cynghrair Gweithwyr y Tir - Cydgysylltydd Aelodaeth, Recriwtio ac Ymgysylltu Cymru

**Oriau:** 16 awr (2 ddiwrnod) yr wythnos.

**Hyd:** 1 flwyddyn (gyda'r nod o ymestyn yn amodol ar gyllid)

**Leoliad:** Gweithio o gartref. Ond fe ddylai'r ymgeisydd fod wedi'i leoli yng Nghymru gyda'r gallu i deithio'n rheolaidd ar gyfer gwaith, digwyddiadau a chyfarfodydd.

**Tâl:**\* £11,648 cyflog blynyddol gros PAYE (£29,120 pro rata). Gyda chynnydd blynyddol o 1.5%, yn amodol ar adolygiad. Cyfraniad pensiwn statudol a lwfans gwyliau

**Dyddiad dechrau:** cyn gynted â phosibl ar ôl recriwtio.

**Dyddiad cau ar gyfer ceisiadau:** 11.59pm ar y 5ed o Ragfyr

**Cyfnod Cyfweld:** 13eg i 17eg o Ragfyr.

**Gwefan:** [landworkersalliance.org.uk](http://landworkersalliance.org.uk)

*\*Mae gan Gynghrair Gweithwyr y Tir (LWA) bolisi cydraddoldeb cyflog a strwythur talu safonol, gyda'r holl weithwyr yn cael eu talu ar yr un gyfradd*

Mae Cynghrair Gweithwyr y Tir (LWA) yn undeb o ffermwyr, cynhyrchwyr, coedwigwyr a phobl sy'n gweithio ar y tir ledled y DU. Ein nod yw gwella bywoliaeth ein haelodau a chreu gwell system o fwyd a thir i bawb. Mae gennym weledigaeth o ddyfodol lle gall cynhyrchwyr weithio ag urddas i ennill bywoliaeth deg, a lle gall bawb gael mynediad at fwyd, tanwydd a ffibrau iachus a fforddiadwy yn lleol - system fwyd a defnydd tir sy'n seiliedig ar agroecoleg a sofraniaeth bwyd, ac sy'n gwella cyfiawnder cymdeithasol ac amgylcheddol.

Rydym yn sefydliad dynamig a bywiog sydd ar gychwyn cyfnod cyffrous o dwf. Dros y blynyddoedd nesaf anelwn i gynyddu ein haelodaeth yn sylweddol yn ogystal ag ehangu cefnogaeth a gwasanaethau i'n haelodau, ymestyn graddfa ein prosiectau a'n rhaglenni, a hyrwyddo ein safbwyntiau o ran llunio polisïau yn sylweddol a datblygu ein gallu llywodraethu mewnol a sefydliadol ar gyfer y cam twf uchelgeisiol hwn.

### **Dull Gweithredu:**

Menter gydweithredol i aelodau yw Cynghrair Gweithwyr y Tir, a gynrychiolir gan Grŵp Cydgysylltu o gyfarwyddwyr sydd yn cael eu hethol gan yr aelodau hynny yn y Cyfarfod Cyffredinol blynyddol (AGM). Y Grŵp Cydgysylltu sy'n llywio gwaith strategol, ariannol, llywodraethu a gwleidyddol y sefydliad, ac mae hefyd yn gyfreithiol gyfrifol am reoli a gweithredu Cynghrair Gweithwyr y Tir (LWA). Mae'r staff yn gweithio yn unol ag egwyddorion menter gydweithredol ac ynghyd â chyfrifoldebau swyddi penodol, gall fod gofyn iddynt gymryd rhan mewn Cyfarfodydd Cyffredinol a gweithgorau fel rhan o'u horiau, neu amser ychwanegol â thâl os oes angen.

Caiff Cangen Cynghrair Gweithwyr y Tir (LWA) Cymru ei chydlynu gan 4-6 aelod gwirfoddol wedi'u lleoli yng Nghymru, sy'n trefnu digwyddiadau, hyfforddiant ffermwr i ffermwr, allgymorth ac ymgysylltu gwleidyddol. Gwahoddir holl aelodau Cymru i gymryd rhan a chyfrannu at gyfeiriad y gangen, yn enwedig mewn cyfarfodydd Cymru gyfan.

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Nid oes gan Gynghrair Gweithwyr y Tir swyddfa ganolog, ac mae ein staff yn gweithio o bell, ond bydd yn ofynnol iddynt fynychu cyfarfodydd sy'n digwydd mewn lleoliadau amrywiol ledled y wlad. Telir costau teithio rhesymol yn ychwanegol at gyflog, fodd bynnag, mae gofyn bod gan yr ymgeiswyr y sgiliau hanfodol a'r hyder i weithio o bell fel rhan o dîm amrywiol, gyda gallu profedig i hunan-reoli a gweithio'n annibynnol. Rydym yn chwilio am rywun sydd wedi'i leoli yng Nghymru.

Mae angen defnyddio offer TG personol ar gyfer y rôl hon. Os yw hyn yn her i chi, rydym yn eich annog i gysylltu â ni (manyion cyswllt isod), gan nad ydym yn dymuno i hyn fod yn rhwystr i wneud cais.

Rydym wedi ymrwymo i'n Datganiad Cydraddoldeb ac Amrywiaeth ac rydym yn croesawu ac yn annog ceisiadau gan unrhyw un sydd â diddordeb yn y rôl hon sy'n teimlo bod ganddynt y profiad a'r sgiliau perthnasol.

### **Trosolwg o'r rôl a swydd ddisgrifiad:**

Rydym yn edrych am gyfathrebwr a hwylusydd hyderus a medrus, sy'n deall y materion a'r ddynameg gymhleth sy'n ymwneud â bwyd a ffermio yng Nghymru er mwyn datblygu a chyflwyno strategaethau ar gyfer recriwtio, allgymorth ac ymgysylltu ag aelodau yng Nghymru.

Fel rhan o strategaeth twf Cynghrair Gweithwyr y Tir (LWA) yn y pum mlynedd nesaf, rydym am gynyddu nifer ein haelodau a'n cefnogwyr i fod yn fwy gweithredol yng ngwaith Cynghrair Gweithwyr y Tir (LWA) ac ymgysylltu gyda'i gilydd. Mae oddeutu 280 o aelodau gwaith tir yng Nghymru ar hyn o bryd, a'n bwriad yw ei gynyddu i 500 o aelodau yn ogystal â 150 o gefnogwyr. Rydym hefyd yn anelu i ehangu ein haelodaeth dros Gymru gyfan, ac ar draws pob sector.

Bydd hyblygrwydd a rhyddid o fewn y rôl i gyflawni cynllun gwaith a strategaeth greadigol i adeiladu, cynyddu a chryfhau aelodaeth Cynghrair Gweithwyr y Tir (LWA) yng Nghymru.

### **Tîm**

Bydd y rôl yn golygu gweithio gydag Aelodaeth Tîm DU o'r Cynghrair Gweithwyr y Tir (LWA) a Grŵp Cydlyn Cymru i ddatblygu argymhellion a chyflawni cynllun gwaith y cytunwyd arnynt gyda thargedau ar gyfer Cymru. Byddant hefyd yn gweithio'n agos gyda Chydlynnydd Polisi Cymru.

### **Cyfrifoldebau penodol ac allbynnau'r rôl hon fydd:**

- Cydlyn, datblygu a chyflawni strategaeth greadigol ac ymgyrchu i gynyddu ac amrywio aelodaeth Cynghrair Gweithwyr y Tir (LWA) yng Nghymru.
- Allgymorth ac ymgysylltiad aelodaeth mewn digwyddiadau a drefnir gan Gynghrair Gweithwyr y Tir (LWA) ac mewn partneriaeth â sefydliadau eraill.
- Gweithio gydag aelodau'r Cynghrair Gweithwyr y Tir (LWA) i ddatblygu a gwella sianeli cyfathrebu, fforymau a sgiliau presennol ar gyfer trefnu lleol a sector.
- Chwarae rhan allweddol wrth sefydlu ac adeiladu grwpiau a arweinir gan aelodau yng Nghymru drwy gysylltu ag annog aelodau i gymryd rhan, mynychu a hwyluso cyfarfodydd, rhannu gwybodaeth a chefnogi datblygiad a strategaeth y grwpiau hyn.
- Trefnu digwyddiadau a chefnogi grwpiau dan arweiniad aelodau wrth drefnu digwyddiadau a'u

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cynnwys mewn gweithgareddau ac ymgyrchoedd Cynghrair Gweithwyr y Tir (LWA) ac ati.

- Dod â safbwyntiau a diweddariadau lefel Cymru i weithgorau, trafodaethau, digwyddiadau ac ati ar lefel y DU a chefnogi recriwtio aelodau Cymru i Gynulliad Trefnwyr Cynghrair Gweithwyr y Tir (LWA)
- Ymateb i ymholiadau aelodau Cymru dros y ffôn ac e-bost. Cynnig cymorth a chynghor perthnasol lle bo hynny'n bosibl a chyfeirio at adnoddau.
- Cefnogi gwaith Cydlynedd Polisi ac Ymgyrchoedd Cymru trwy helpu i gynnwys aelodau yn ein gwaith polisi a helpu i hwyluso ymgysylltiad uniongyrchol â llunwyr polisi.
- Cymryd yr awenau ar gyfraniad y Gymdeithas i Gynhadledd Gwir Fwyd a Ffermio Cymru (o 2022) yn cynnwys mynychu cyfarfodydd CGFFC yn rheolaidd, a chydlynu haen Cynghrair Gweithwyr y Tir (LWA) o fewn y gynhadledd.

### **Manyleb Person: Bydd gan yr ymgeisydd addas y sgiliau a'r profiadau canlynol:**

Hanfodol:

- Profiad o drefnu ar lawr gwlad neu adeiladu aelodaeth ar gyfer sefydliad ( yn ddelfrydol, undeb neu sefydliad cymunedol).
- Cyfarwydd â materion sy'n wynebu amaethyddiaeth a defnydd o dir yng Nghymru, y gadwyn gyflenwi bwyd a/neu'r sector coedwigaeth.
- Sgiliau trefnu personol rhagorol a gallu wedi'i brofi o hunan reoli a gweithio'n annibynnol
- Sgiliau cyfathrebu da.
- Hyderus yn siarad Cymraeg – y gallu i ysgrifennu Cymraeg yn ddymunol ond nid yn hanfodol
- Gallu i greu cynnwys diddorol ar lwyfannau cyfryngau cymdeithasol ac e-bost.
- Gallu i deithio i gyfarfodydd a digwyddiadau.
- Angerdd ac ymrwymiad i agroecoleg, rheoli tir cynaliadwy a system fwyd gwell.

Dymunol:

- Dealltwriaeth gadarn o hanes, gwleidyddol ac ymarferion amaethyddiaeth yng Nghymru, a'r hyn sy'n gosod (LWA) ar wahân i sefydliadau aelodaeth eraill yn y maes.
- Gallu gwneud cyflwyniadau cyhoeddus yn hyderus.
- Hwyluso cyfarfodydd gyda hyder ac adeiladu perthnasau hirdymor.
- Gallu i gyfathrebu'n hyderus, sensitif ac i ddwyn perswâd yn y Gymraeg a'r Saesneg ar faterion cymhleth yn ymwneud â sofraniaeth bwyd, agroecoleg a chyfiawnder bwyd i ddarpar aelodau a chefnogwyr.
- Gallu i ymgysylltu ac annog aelodau i hunan-drefnu ac i gyfathrebu gyda disgresiwn a datblygu ymddiriedaeth gydag aelodau.
- Dull creadigol ac arloesol o recriwtio ac ymgysylltu aelodaeth gyda'r gallu i ennyn brwdfrydedd ac ysbrydoli ystod eang o aelodau posibl am fanteision ymuno â Chynghrair Gweithwyr y Tir LWA gan ddefnyddio strategaethau amrywiol, offer cyfathrebu a dulliau ymgysylltu.
- Gallu i ddatblygu cynlluniau gwaith, monitro cynnydd ac adrodd yn ôl ar waith i'r Grwpiau Cydlynu Timau Aelodaeth (Yng Nghymru ac yn y DU) a staff.
- Profiad a sgiliau o weithio'n dda mewn partneriaeth gyda sefydliadau bwyd, ffermio, defnyddwyr tir eraill i ddatblygu strategaethau unol ac ymgyrchoedd i recriwtio aelodaeth a buddiannau ar y cyd.
- Profiad o greu cyfnewid gwybodaeth neu ddeunyddiau addysgol.

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- Sgiliau a hyder yn gweithio a chydweithio fel rhan o dîm amrywiol a phrysur sy'n gweithredu gydag egwyddorion cydweithredol.

## **Sut i wneud cais**

Dylech yrru 3 tudalen (mwyafrif) o ymateb ysgrifenedig. Gallwch gyflwyno eich cais yn Gymraeg, Saesneg neu gyfuniad o'r ddwy iaith neu gymysgedd o'r ddwy iaith.

- Pa brofiadau gredwch chi sy'n eich cymhwyso ar gyfer y rôl hon, a pha sgiliau fyddech yn dod gyda chi i'r gwaith hwn?
- Pa ran o'r rôl hon y meddyliwch fyddai fwyaf heriol i chi?
- Beth yn eich tyb chi sy'n gwahanu LWA oddi wrth sefydliadau aelodaeth eraill ym maes bwyd a ffermio?
- Faint o aelodau rydych chi'n meddwl sydd gan yr LWA yng Nghymru a phwy ydyn nhw?
- Sut fyddech chi'n mynd ati i ehangu cyrhaeddiad aelodaeth LWA yng Nghymru i gynnwys yr holl sectorau a rhanbarthau

Hefyd, dylech atodi CV fer (dim mwy na 2 dudalen), ac fel uchod, gellir ei gyflwyno un ai ar bapur neu fel ffeil sain neu fideo, yn ogystal â manylion cyswllt dau berson y gallwn gysylltu atynt ar gyfer geirda.

Anfonwch eich cais at: [admin@landworkersalliance.org.uk](mailto:admin@landworkersalliance.org.uk) gyda'r pennawd '*Wales Recruitment and Outreach Coordinator*' (Cydgysylltydd Recriwtio ac Ymgysylltu Cymru) fel pennawd testun.

Rydym yn anelu i gysylltu gyda phob ymgeisydd yn unigol, ond gan mai tîm bychan yn gweithio rhan amser ydyn ni, efallai na fydd hyn yn ymarferol bosib. Os nad ydych yn clywed gennym erbyn **22ain o Ragfyr** yna'n anffodus dylech gymryd na fyddwch wedi cael eich dewis ar gyfer cyfweliad y tro hwn.

Os oes gennych unrhyw gwestiynau, neu os hoffech drafod unrhyw agwedd o'r rôl cyn cyflwyno eich cais, cysylltwch â Charlotte Steel - [charlotte.steel@landworkersalliance.org.uk](mailto:charlotte.steel@landworkersalliance.org.uk). Dylech e-bostio Charlotte ymhell cyn y dyddiad cau.

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## The Landworkers' Alliance - Wales Membership Outreach & Recruitment Coordinator

**Hours:** 16 hours (2 days) per week.

**Duration:** 1 year (with the aim of extending subject to funding)

**Location:** This is a working from home role, and the candidate should be based in Wales and have 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:** ASAP following recruitment.

**Closing date for applications:** 11.59pm on the 5<sup>th</sup> of December

**Interview period:** 13<sup>th</sup> to 17<sup>th</sup> of December.

**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.*

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 Cymru Branch is coordinated by 4-6 volunteer members based in Wales, who organise events, farmer to farmer training, outreach and political engagement. All Welsh members are invited to participate in and contribute to the direction of the branch, particularly at all Wales gatherings.

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.

The use of personal IT equipment is required for this role. If this poses a challenge for you we encourage you

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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:**

We are seeking a confident, skilled communicator and facilitator, who has a good understanding of the complex issues and dynamics surrounding food and farming in Wales in order to develop and deliver strategies for membership recruitment, outreach and engagement in Wales.

As part of the LWA's growth strategy in the coming five years we want to expand membership and support members to be more involved in the LWA work and to become more connected to one another. In Wales there are currently around 280 landworker members, we aim to increase this to 500 landworker members plus 150 supporters. We also aim to broaden our membership to reach across the whole of Wales and all sectors.

The role will have freedom and flexibility to deliver a work plan and creative strategy to build, increase and strengthen the LWA's membership in Wales.

### **Team**

The role will work with the LWA UK Membership Team and the Wales Coordinating Group to develop proposals and deliver an agreed work plan with targets for Wales. They will also work closely with the Welsh Policy Coordinator.

### **Specific responsibilities and outputs of this role will be:**

- Coordinating, developing and delivering a creative and energetic strategy and campaign to increase and diversify the membership of the LWA in Wales.
- Membership outreach and engagement at events run by LWA and in partnership with other organisations.
- Working with the LWA membership to develop and improve existing communication channels, forums and skills for local and sectoral organising.
- Playing a key role in establishing and building member-led groups in Wales through proactively contacting and encouraging members to participate, attending and facilitating meetings, sharing information and supporting the development and strategy of these groups.
- Organising events and supporting member-led groups in their organising of events and getting them involved in LWA activities, campaigns, etc.
- Bringing Wales level perspectives and updates into UK-level working groups, discussions, events, etc and support recruitment of Wales members to the LWA's Organisers' Assembly.
- Responding to Welsh members' enquiries by phone and email. Offering relevant help and advice where possible and signposting to resources.
- Supporting the work of the Wales Policy and Campaigns Coordinator by helping to engage members in our policy work and help facilitate direct engagement with policy makers.
- Taking the lead on the LWA's contribution to the Wales Real Food and Farming Conference (from 2022) including regular attendance at the WRFFC meetings, and co-ordinating a LWA strand within the conference.

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**Person Specification: The appropriate candidate will have the following skills and experiences:**

**Essential:**

- Experience of grassroots organising or membership building for an organisation (ideally a union or community organisation).
- Familiarity with the issues facing Welsh agriculture and land use, food supply chain and/or forestry sector.
- Excellent personal organisation skills with proven capacity to self-manage and work autonomously.
- Good communication skills.
- Confidence speaking in Welsh - written Welsh desirable but not essential.
- Competence in creating engaging content on social media platforms and email.
- Ability to travel for meetings and events.
- A passion and commitment to agroecology, sustainable land management and a better food system.

**Desirable:**

- A solid understanding of the history, politics and practice of agriculture in Wales, and what sets the LWA apart from other membership organisations in the field.
- Confidence in doing public presentations.
- Confidence facilitating meetings and building long term relationships.
- Ability to communicate confidently, sensitively and persuasively in both Welsh and English the complex issues surrounding food sovereignty, agroecology and food justice to potential 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 recruitment and engagement with an ability to enthuse and inspire a broad range of potential members about the benefits of joining the LWA using diverse strategies, communication tools and modes of engagement.
- The ability to develop work plans, monitor progress and report on work done to the Membership Team, Coordinating Groups (UK wide and Wales) and staff.
- Experience working well in partnership with other food, farming and land use organisations to develop joined up strategies and campaigns for membership recruitment and benefits.
- Experience creating knowledge exchange or educational materials.
- Strong skills and confidence working and collaborating as part of a diverse, busy team operating with cooperative principles.

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## How to apply

Send (max) 3 pages written response or (max) 5 minutes audio / video. Your application can be done in Welsh, English or a mixture of both.

- 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?
- What do you think sets the LWA apart from other membership organisations in the field of food and farming?
- How would you go about broadening the reach of the LWA's membership in Wales to include all sectors and regions?

Also attach a short CV (max 2 pages), as above this can be written (in English or Welsh), 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 'Wales Outreach and Recruitment 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 the **22<sup>nd</sup> of December** please assume that unfortunately you have not been selected for an 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 (HR Coordinator) - [charlotte.steel@landworkersalliance.org.uk](mailto:charlotte.steel@landworkersalliance.org.uk) or [cymru@landworkersalliance.org.uk](mailto:cymru@landworkersalliance.org.uk). Please email well in advance of the closing date.