



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

The Landworkers' Alliance Communications Coordinator Job Description and Person Specification

Hours: 24 hours per week

Duration: 16 months contract (June 2023 - September 2024). Beginning ASAP from mid June.

Application Deadline: Sunday 21st May

Interviews: Interviews will be held on 8th June, and will be held either online or in person in Bristol.

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

Remuneration: £30,014 per annum, pro rata.* Annual salary for 3 days (24 hours) per week, £18,008. With 1.5% annual increase, subject to review. Statutory pension contribution and holiday allowance.

*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.

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.



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The working mode in the LWA is relatively autonomous and the function of the staff in the LWA is to design, develop and deliver work plans and projects that include coming up with team objectives and targets and creating strategies to deliver work inline with the objectives, priorities and targets set by the LWA Coordinating Group and membership.

In addition to specific job responsibilities of the role, staff will be required to participate in staff meetings, staff trainings, staff Strategy days, membership engagement events and the LWA Annual General Meeting.

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 UK. 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.

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.

Role overview and job description:

For this exciting role, we are seeking a confident and skilled communicator who has a passion for storytelling and producing engaging content that centres around raising the profile of the Landworkers' Alliance and our members.

The role will involve coordinating, developing and delivering communications aimed at our members and the wider public through multiple modes of communication that include, but are



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not limited to, newsletters, social media platforms, and the Landworkers' Alliance website as well as press work through alternative, agricultural and mainstream media outlets. A key part of this role will be centering member voices in our comms, working with our membership team to identify stories and members to profile and highlight in order to show the diversity of our membership, the work they do and the challenges they face.

This role also involves training and supporting the Landworkers' Alliance staff team to create comms for their projects and teams (including a wide range of projects, events, sales, training and exchange programmes), as well as inputting into strategic comms conversations for projects such as the LWA calendar and the Land Skills Fair.

The Communications Coordinator will work closely with the Campaigns Communications Coordinator to make up the Communications Team.

Specific responsibilities and outputs of this role will be:

Communications

- Coordinating, developing and delivering dynamic and engaging communications for promoting the work of the LWA to members and public audiences on all our social media platforms, and introducing new and creative ways of communicating effectively.
- Co-managing the social media channels (with the Campaigns Comms Coordinator), including responding to and moderating comments and messages.
- Working with LWA members to showcase the diversity of our membership, the important work they do and the challenges they face, through social media, blogs and other comms.
- Working with different staff teams such as Merchandise and Events to develop strategies and plans for ticket sales and merchandise marketing.
- Maintaining and developing the Landworkers' Alliance website as a means of communicating our work and keeping members up to date with our work.



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- Producing regular newsletters for members, supporters and followers with updates on LWA and partner work, and facilitating sharing of member news and opportunities through these channels.
- Providing regular reports on social media reach, newsletter and website impact.
- Managing the comms budget for the organisation, including paid social media.
- Producing press releases for key projects, programmes and events.
- Providing training and support for the staff team on different comms tools and systems
- Commissioning illustrators, photographers and other creatives to produce assets and content for use by the LWA.
- Working with allied organisations comms teams to share key reports, news and opportunities to support comms across the movement.

Working with the Landworkers' Alliance Coordinating Group, staff and membership

- Working effectively and in collaboration as part of a dynamic and fast working team with the Landworkers' Alliance 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:

Essential:

- Excellent understanding of how to strategically use different social media platforms and newsletters to achieve comms objectives.
- Experience of managing communications (or part of the communications) for an organisation, including aspects such as managing social channels, creating content for website and media, training staff and volunteers, reporting and developing long term strategy.



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- Ability to communicate confidently and sensitively the complex issues surrounding food sovereignty, agroecology and food justice in a clear way to diverse audiences such as grassroots organisations working around food and climate justice, community groups, land based workers, policy makers, funders, general media and the public.
- Excellent written and verbal communication skills, including the ability to write social posts and videos, press releases, website copy and newsletters.
- A strong understanding of organisations and campaigns working to influence and change the food, farming and land use system in the UK.
- Confidence working as part of a diverse team with proven capacity to self-manage and work autonomously in a remote working setup.
- The ability to develop work plans, monitor progress and report on work done to the Coordinating Group and staff.
- Clear commitment to the ethos and values of agroecology, food sovereignty, anti-oppressive and cooperative working practices.

Desirable

- Experience of grassroots organising.
- Experience managing paid social media
- Experience writing press releases and building relationships with the press
- A good understanding of the history, politics and practice of agriculture in the UK.
- Experience of working in partnership with other food, farming and land-use organisations to develop joined up strategies and campaigns and media work

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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- Creative skills using design tools such as Canva
- Management of Wordpress websites
- Creating engaging content on social media platforms including Facebook, Twitter and Instagram
- Confident using Google Drive, Excel, Word.
- Experience using scheduling tools and analytics

How to apply:

Please send (max) 2 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? (1 page max)
2. Which part of this role do you think you would find the most challenging? (½ page max)
3. What do you think is the unique angle and platform that the LWA has in communications and media in the food and farming sector, and what would be your vision for taking it forwards? (½ page max)
4. Please also indicate when you would be available to start the role and what days of the week you would be able to work.

Please also attach examples of the following work you have written (ideally on a food, farming or land-use issue):

1. Blog (no more than 500 words)
2. Social media posts (up to three posts, across Instagram, Facebook or Twitter)
3. Press release

We would like to see an example of at least two of these formats. Please send examples of all three if you can.



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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 note that applications and CVs longer than the length limit will not be considered.

Please send your application to admin@landworkersalliance.org.uk with **'Application to Communications Coordinator role'** in the subject heading. Deadline for applications is Sunday 21st May.

If you have any questions, or would like to discuss any aspect of this role in advance of applying please contact us (admin@landworkersalliance.org.uk) and we will try our best to respond. Please email us well in advance of the closing date.