



## VACANCY– DEVELOPMENT AND COMMUNICATIONS OFFICER

### ABOUT THE BIODYNAMIC LAND TRUST

The Biodynamic Land Trust was set up to enable permanent access to biodynamic farms and land for food growing for farmers, market gardeners and communities in Britain through securing land into biodynamic land trusteeship. The Trust is a Community Benefit Society, has charitable status, and is operated on behalf of its co-operative shareholder members.

### PURPOSE

The Trust is looking to develop the promotion of its activities and to increase the farmland under trusteeship and engagement with community need. In order to do this it is proposed to support the Land Project Manager with this new role. This will initially be a 12-month commitment with the aim of making the post permanent if successful.

The successful candidate will report to the Land Project Manager and will be responsible for promoting the aims and profile of the Trust, further developing the relationship with the Trust's existing and prospective tenants and associate farms and organisations, and responding to enquiries and opportunities for the securing of additional biodynamic farmland.

The post requires someone who is personable, outgoing and enthusiastic with strong interpersonal skills. They will have an interest in the Biodynamic Land Trust, engage with the context of agroecology and access to land issues, and act as an ambassador for the organisation alongside the Land Project Manager and Board of Directors.

The ideal candidate will be able to demonstrate previous experience of working in the farming and charity sectors and have experience of promoting and fundraising through a variety of media and websites.

### OVERVIEW

#### To be responsible for:

- Developing and maintaining relationships with tenants and associate farmers
- Exploring and developing new opportunities for farm and land connection and potential acquisition under the direction of the Land Project Manager
- Promoting the Trust through marketing, social media, articles and events
- Member and supporter engagement



## DUTIES

### Trust Development

- Responding to land development and associate farm enquiries received by the Trust;
- Exploring and developing new opportunities for farm and land acquisition;
- Engage and partner with other organisations doing similar work;
- Work closely with Biodynamic Association and College on collaborative initiatives.

### Membership

- Increase membership levels through newsletter, social media and event promotion of the activities of the Trust.

### Land tenancies and farm business

- Strengthening the Trust's relationship with existing tenants, associate farms and organisations through regular contact and mutual promotion of activities;
- Engage with and develop understanding of different legal forms that can support the Trust's work and community farms.

### Communications, marketing and fundraising

- Work with Board members to represent the organisation to the media;
- Producing communications, fundraising, marketing and informative material;
- Producing articles for newsletters and publications;
- Developing the website content with the Operations Manager and promotion of Trust's activities via social media;
- Producing material for and attending promotional events;
- Engage with other tasks as needed.

## PERSON SPECIFICATION

### Experience

- Experience of promoting and developing charitable organisations;
- Experience of marketing and use of social media.

### Skills

- Excellent communications and presentation skills, both verbal and written;
- Strong interpersonal skills;
- Independent worker and self-motivated;
- Computer literate.

### Knowledge

- Some knowledge of the biodynamic movement, its aims and objectives;
- Good knowledge of the issues facing farming, food production and the natural environment generally, agroecology and regenerative farming.



### Personal Qualities

- Self-motivated and well organised;
- Willingness to travel, if necessary, to visit farms or to represent the Trust at events;
- Ability to work from home and independently as needed;
- Resourceful and able to think clearly.

### Employment Details

Salary:	£25,350 FTE - pro rata (@£13 an hour, 37.5hr week)
Contract type:	Initial 12 month appointment (after completing a satisfactory 3-month probation period)
Hours:	Basic 15hrs per week (i.e. 2 days @ 7.5 hrs). Flexible, but must include Thursdays. Possibility of additional hours to support specific initiatives or attend events.
Location:	Home based. Must be available to attend office in Stroud on an ad hoc basis if required.
Travel:	UK Driving licence
Closing date:	Friday 18th June 2021
Application:	Email CV and expression of interest letter to: admin@biodynamiclandtrust.org.uk

The Biodynamic Land Trust May 2021