



Job Description: Engagement Officer

Wild in the City

Wild in the City supports wellbeing through connection to nature in London's green and wild spaces. We offer bushcraft and wellbeing experiences for children and adults living and working in urban areas. We are non profit community interest company.

We're building a community of people who gather in nature for fun, to learn and feel good.

Our values

We provide fun, informative and therapeutic immersion in nature; helping to reconnect people with nature in London's green and wild spaces.

We are therapeutic in our approach and facilitate the development of positive relationships in and with nature.

We see nature as an emotional support system which can nurture our health and wellbeing.

Learning bushcraft and traditional skills helps us to create a meaningful connection with people and place, giving a sense of belonging to a community, past and present; and nurturing a deeper understanding of the natural world using the skills of our ancestors.

Many people in cities have lost contact with nature and what it can offer in terms of relaxation and recreation. Increasingly urban lifestyles are indoor orientated, isolating, lacking activity and leading to poor quality relationships. Low incomes can limit options for healthy entertainment and recreation. Wild in the City work with residents to show how nature can provide free activities which are fun and support health, raising self-esteem and giving a sense of meaning and purpose in life. Wild in the City inspire people with ideas and skills they can apply independently outside of the sessions.

Wild in the City specialises in supporting people who are unfamiliar with spending time in natural settings and those who have an insecure attachment to nature ("it's dirty/it's scary"), working with them relationally to help them feel comfortable in natural settings and encouraging them to see spending time in nature as a healthy lifestyle choice.

Aims

- We aim to support the development of positive relationships in and with nature
- We seek to promote the health promoting characteristics of time in nature
- We seek to reintroduce traditional means for understanding and utilising nature
- We aim to make nature a meaningful part of everyday life

Job Summary

<i>Role:</i>	Engagement Officer
<i>Working hours:</i>	4 hours a week - day and time to be negotiated with post holder
<i>Contract type:</i>	Part time
<i>Salary:</i>	Pro Rata £22,000 - £28,000 depending on candidate experience
<i>Holiday Entitlement:</i>	3.5 days
<i>Location:</i>	Homebased and ad hoc sites throughout Croydon
<i>Duration</i>	3 year funded post
<i>Other</i>	The post holder will be required to travel throughout London to support relationship building and project management. The post holder will be required to attend regular meetings at the WitC office and outdoor sites in Croydon.

We are a small but growing organisation offering programmes in bushcraft and ecotherapy. Our activities take place in parks and woodlands, we also try to hold as many business meetings as is feasible in natural places too.

The Engagement Officer is a vital role in our mission to promote the benefits of connection to nature and our aim to help urban residents to spend more time in natural settings. Initial funding for this role is to support our Activators programme, through which we are training volunteers from BME communities to lead others in activity in green spaces. In the long term we plan for the role to increase to a full time position.

Role Description

The Engagement Officer will work closely with the Director to communicate the values, benefits and activities of the organisation to the general public and stakeholders, through events, online activities, literature and influencing. The Engagement Officer will be responsible for social media, public relations, marketing and events.

The successful candidate must be a confident communicator with strong administration and organisational skills. In this public facing role you will need to be able to represent us positively and build trust.

This is a homebased role, some London travel will be required, to meet with partners, to support the administration of onsite activities and to meet with WitC staff at our office and outdoor locations. Semi-regular weekend/evening work and occasional overnight stays will be required

Main purpose of the Job

- To communicate our programmes, research and campaigns to the general public and stakeholders
- To engage communities in participating in activity in green spaces
- To lead on event planning and organisation, including conferences, seminars, workshops, walks and outdoor community events
- To promote our events and manage bookings
- To use a range of mediums to engage stakeholders including social media, film, articles, blogs, newsletters, events
- To contribute to the development of our communication strategy
- To collate and evaluate feedback on activities and public engagement
- To support the recruitment of and management volunteers
- To make new links with stakeholders and respond to requests from external enquirers
- To contribute to the drafting of funding applications

Main Activities and Responsibilities

- Build relationships with partners and potential partners
- Provide Engagement support to the Activators programme
- Produce promotional material supporting recruitment onto our programme
- Organise an annual conference
- Liaise with our partners
- Draft funding applications to further the scope of our programme
- Organise community meetings
- Deliver inspiring community presentations
- Commission and oversee short films
- Collate feedback and support the Director with evaluation
- Draft programme report
- Promote the programme via social media, press
- Be a main point of contact for the programme and course attendees
- Manage volunteers supporting the programme
- Developing and maintaining administrative systems related to Engagement activities
- Organise and support the delivery of staff and volunteer inductions
- Help create a positive environment to support learning and connection between people and nature
- Undertake other duties commensurate with the nature of the post as required

Key relationships:

Internal: All staff and volunteers at WitC

External: Croydon BME Forum, Croydon Council, Charitable Trusts and Foundations, Corporate Volunteers

Person Specification

Essential:

- Previous experience in a Marketing, PR, Social Media, Events or similar role
- Excellent organiser, being able to project manage and work across several streams simultaneously
- Track record of delivering projects to deadline
- Track record of building relationships with partner organisations
- Experience of influencing and persuading stakeholders
- Experience of planning and delivering a diverse range of events to different audiences
- Experience of promoting/marketing events (including through social media)
- Excellent communication skills both verbal and written with the confidence to represent Wild in the City in a professional and positive manner
- Passion for our aim of supporting connection with nature
- Experience of working effectively in a small team with diverse skills
- Able to work efficiently under own initiative as well as being able to take direction and work well in a team
- Self motivated, proactive and imaginative, able to work independently and remotely
- Diplomatic, yet assertive
- Able to form good relationships with a range of people from diverse backgrounds and ages
- Be a reflective practitioner
- Flexible and conscientious with a positive attitude to work
- Willingness to develop your own skills
- Proficient IT skills; word processing, spreadsheets and databases

Desirable:

- Experience in leading volunteers/assistants
- Experience of working in a small organisation with limited resources
- Managing project budgets

Application process

To apply for this role please complete the application form and send to beth@wildinthecity.org.uk, accompanied by an up to date CV.

The closing date for applications is **5pm on 23rd June 2017**, interviews will be held in Croydon on 30th June 2017. Only shortlisted candidates will be contacted, unfortunately we are unable to offer feedback to unsuccessful candidates.

The interview will consist of an interview, practical exercise and presentation. Shortlisted candidates will be sent further information.

The role may involve the candidate working with people from vulnerable groups, therefore a Disclosure and Barring Service (DBS) check will be required.