



# PERMACULTURE ASSOCIATION

Application pack for the role of

## Projects network development officer



As Projects network development officer, you will be helping more people do more permaculture - linking groups, creating funds, supporting practical action.

*Are you looking to apply your skills to a passionate network committed to positive change? Are you interested in helping groups to develop and learn?*

*Can you pull information together, work as part of a team and support volunteers? Are you comfortable working online as part of a distributed team? Are you willing to start small and help to grow the network, and the*

ethics • principles • design • action

office@permaculture.org.uk t: 0845 458 1805 www.permaculture.org.uk

BCM Permaculture Association, London WC1N 3XX - Company no. 05908919 Charity no. 1116699 SCO41695

*role? Are you looking for a flexible working pattern in an organisation committed to good People Care? If so, read on!*

December 2020

## **Projects network development officer**

Thank you for your interest in this post. Please find enclosed some background information to help you decide whether to apply for the position.

As an inclusive employer and membership organisation, we want our staff to reflect better the communities in which we live and work. Therefore we encourage applications from all sections of the community. We're committed to creating an organisation that recognises and truly values individual differences and identities.

Applicants will be assessed on their ability to meet the criteria listed in the Person Specification. Please do not send a CV. Use the application form to show how you meet the criteria described in the person specification.

Enclosures:

- Background information on the project and the Permaculture Association
- Job description and person specification
- Application form
- Equal opportunities monitoring form

If you would like to apply, please note that the closing date for receipt of applications is 12 midnight Monday 25 January 2021. All applications must be received by email saved as a .doc or .pdf file.

Initial interviews will be held via Zoom on Thursday 4th February. Please note if you are invited for interview you will need to have an internet connection that supports video and an active Zoom account on this date.

Candidates short-listed for interviews will be informed on Friday 29th January so please ensure that you provide us with a phone number on which we can reach you on this date. We will not contact unsuccessful candidates.

Please note we would like the successful applicant to start as soon as possible.

If you wish to have an informal discussion about the post, please contact me at [andyg@permaculture.org.uk](mailto:andyg@permaculture.org.uk).

Yours faithfully

Andy Goldring  
Chief Executive

## About permaculture

Permaculture is a design approach based on understandings of how nature works. At its heart it has three ethics: Earth Care, People Care and Fair Shares. This makes permaculture a unique toolkit that is used to design and implement regenerative systems at all scales - from homes and gardens to community projects, farms and bioregions - all around the world.

The word permaculture is derived from 'perma-nent agri-culture,' and 'perma-nent culture'. The concept originated in Australia, bringing together a long history of practices from indigenous cultures around the world, and combining them with the science of ecology, design approaches and appropriate technology.

With permaculture, people are learning how to tread lightly on our planet, in harmony with nature. We are taking care of people and fellow creatures and designing our human systems so that they can be sustained for many generations to come. Culture change not climate change!

## About the Permaculture Association (PA)

### Our vision

A healthy and peaceful world, where we care for each other, the earth and future generations, share resources wisely and continue to heal and regenerate communities and ecosystems.

### Our Aims

1. Make permaculture accessible
2. Accelerate learning about permaculture
3. Grow permaculture networks
4. Share and develop permaculture practice
5. Work with others to tackle key challenges
6. Build a smart, effective, socially responsible and sustainable organisation.

See <https://permaculture.org.uk/our-work> for more and to read our strategy.

We offer a wide range of activities and services that support individuals and groups:

- The membership scheme works to inform, support and network between permaculture practitioners and groups in Britain. 1700 members and growing.
- Our print journal Permaculture Works, published once a year, shares stories and designs from the network and updates on projects.
- We run an annual convergence, a national diploma gathering, Annual General (Tree Planting) Meeting and other events. In September 2015, we hosted the 12th International Permaculture Convergence and Conference, which engaged

1200 people from 70 countries. The 2020 online convergence had over 900 people registered.

- We support the development of permaculture education and training.
- The LAND network has engaged over 40,000 in the last 6 years.
- We operate a popular set of websites, with over 10,000 visitors each month.
- The Diploma in Applied Permaculture Design has 400+ apprentices and tutors.
- We work closely with a wide range of organisations and networks.

## How we are structured

- We are managed by a Board of Trustees, who are all members of the Permaculture Association, and elected at the Annual General Meeting.
- We currently employ 17 part-time staff. We are supported by regular volunteers and a large number of supporters across the UK who help in many of ways.
- We are an evolving organisation with a culture of trying out and adopting successful tools and systems to best deliver our work.
- We are set up and confident with remote working - at least some of our staff have been working from home since 2014 and all have been working from home since March 2020. We use Slack, Zoom, Google Drive, Miro and other digital technology to collaborate and stay connected.
- We have a number of working groups that focus on specific aspects of work.
- The CEO takes on day-to-day responsibility for the running of the charity.

## Background info for the post of Projects Network Development Officer

We are able to offer this post by bringing together a number of smaller funding pots. The common theme with all of them is supporting and developing the more practical side of permaculture, and building the network of local groups, projects and demonstration sites. One funding pot lasts two years and the others are shorter term, but with good prospects to continue beyond the first year.

- **LAND** - from 2009 - 2014 we developed the LAND network of demonstration sites. There are still a good number of local members involved and new groups wanting to join. <https://www.permaculture.org.uk/land>. Existing LAND Centres and Learners will be a key group to engage.
- **Member zoom calls** - earlier in 2020, we invited group and project members to a monthly call where we share presentations, news, and information to help us respond to Covid-19. This has gone well and people are keen to continue beyond the epidemic.
- **Farming** - we have two small funding pots to support the **Northern Real Farming Conference** and the **Urban Agriculture Consortium**. The CEO is leading this work and needs some practical support to arrange events, link opportunities and members together, and follow up on agreed Association actions.
- **iACT** - a thirty month EU funded project looking to develop a range of 'Intellectual Outputs', including a 'LAND Centres Good Practice Guide' and

Toolkit and a Blended Learning Programme as part of the development of a European LAND style network. This post will be able to support this work and there may be opportunities to increase that area of work once the overall project timeline is clearer and depending on the particular skills of the successful applicant.

- **Funding** - there is a big opportunity to develop a longer term package of support for local projects, and this post would help identify and collate network needs.

## Job description

**Job title:** Projects network development officer

**Salary:** £23,600 pro-rata (£4,720 per annum before any deductions), with pay review each April.

**Hours:** 7.4 hrs per week (20% fraction of 37 hour week) to be worked on a flexible basis. Additional hours may become available over the course of the year.

**Duration:** initially a 1 year fixed term contract.

**Holiday entitlement:** 32 days including Bank Holidays pro rata.

**Sickness provision:** according to statutory requirements.

**Job sharing:** this post is not suitable for job sharing.

**Place of work:** This post is suitable for remote working. The postholder must be able to visit the Permaculture Association's office in Leeds (Hollybush Conservation Centre, Broad Lane, Leeds, LS5 3BP). We are able to provide office space, so applicants can also be based at the Leeds office.

**Responsible to:**

- The Chief Executive & Board of Trustees. Line managed by the Chief Executive.

**Working with:**

- The Chief Executive, wider staff team, iACT project team, member working groups.

**Job Purpose:**

- To assist with development of the projects network, including LAND Centres and Learners, local group and project members, member farms and smallholdings.

**Duties:** The following list is indicative and may not be fully comprehensive. Duties may change as the post progresses. Changes will be discussed with the post-holder.

### **LAND and the projects network**

- To assist in the development and running of the monthly member calls and the Community of Practice.
- To engage members in becoming active in the development of working groups, one-off projects and in the development of proposals for the network

### **Strategy and fundraising**

- To work with the network to identify important needs, opportunities and challenges and the key priorities across the network.
- To work with the CEO to develop major funding proposals.
- To identify and enable connections and synergies between projects.

### **Farming (Northern Real Farming Conference & Oxford Real Farming Conference)**

- To assist in the preparation of member contributions to these and other farming and relevant other events and conferences.
- To help raise the profile of the Permaculture Association during these events.
- To assist the CEO in tasks related to our support of these events.

### **Finance, admin, monitoring and evaluation**

- To be responsible for managing budgets as and when they become available.
- To use and maintain Association administrative systems as required.
- To collate and update monitoring information and reports needed by funders and by the Association.

### **Communications**

- To identify and pass on news from projects to the Communications team for use in email bulletins, newsletters and social media.
- To maintain and update the LAND, Farming and any other relevant pages on the website.
- To support the creation of interviews and video footage from LAND Centres and member projects during any visits to site.

### **Events**

- Attend and support Permaculture Association events (online and in person) and other events as required.

### **iACT project (EU funded project led by the Permaculture Association)**

This is a new 2.5 year project, with some details still being finalised. Depending on the skills and experience of the applicant, additional days may also become available (approximately half a day a week via an addendum contract at a higher rate of pay - min. of £26K pro rata) to:

- Lead or support the Permaculture Association's role in supporting the development of LAND Centres and other demonstration and engagement sites via a Toolkit, Good Practice Guide, learning programme and research system
- Organise the first UK iACT partner meeting
- Assist the project lead in administrative and coordination duties, and production of project outputs
- With potential to continue over the full duration of the project.

### **Other Responsibilities**

- Assist the Chief Executive to produce annual reviews, reports for funders and other materials as appropriate;
- Identify opportunities for resourcing this role and continuation projects in the future;
- Attend quarterly planning meetings, and other meetings as required;
- Prepare for and attend supervision sessions with the Chief Executive;
- Assist with general duties and represent the Association at events;
- Undertake other duties as agreed with the Chief Executive.

### **General duties:**

- All staff are expected to work within and to promote the aims and objectives of the Association, and present a positive image of the Association to members and the public.
- All staff are expected to work within the Equal Opportunities framework, and to promote good practice through their work.
- Team working and a flexible approach are essential.
- The job may involve some travel and unsocial hours. Overnight stays may be required for events.
- Training may be provided to enable the post-holder to better deliver the key tasks and to aid personal development.
- All staff are expected to take responsibility for their own safety, and to ensure that colleagues and visitors are not exposed to danger.
- All staff are expected to abide by the Association's policies and ethos at all times

## Person Specification

	<b>Essential</b>	<b>Desirable</b>
Qualifications	<ul style="list-style-type: none"> <li>• Maths and English at GCSE</li> </ul>	<ul style="list-style-type: none"> <li>• Permaculture Design Course Certificate</li> <li>• Diploma in Applied Permaculture Design</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Event organising, in either a management or supportive capacity</li> <li>• Working in a practical sustainability project</li> <li>• Working with volunteers</li> <li>• Supporting people to learn and develop as a group</li> <li>• Working with others in local projects and understanding the issues faced by local projects</li> </ul>	<ul style="list-style-type: none"> <li>• Being involved in or leading funding work, including European funded projects</li> <li>• Working with people to understand their needs</li> <li>• Hosting online group sessions, use of zoom to host sessions.</li> <li>• Being part of a Community of Practice</li> <li>• Sharing project news via newsletters or other means</li> </ul>
Knowledge & Skills	<ul style="list-style-type: none"> <li>• Administration and organisation</li> <li>• Clear written and spoken English</li> <li>• Confident using IT including teleconference, shared documents and spreadsheets, databases and email</li> <li>• Participatory engagement skills, eg. designing and analysing surveys and interviews</li> </ul>	<ul style="list-style-type: none"> <li>• Creating video, photos and undertaking interviews for sharing via social media and other channels</li> <li>• Facilitation skills</li> <li>• Writing guidance documents, toolkits and good practice guides</li> <li>• Understanding of the diversity and activities of the UK permaculture network, and the Permaculture Association's work to support this</li> </ul>
Personal attributes	<ul style="list-style-type: none"> <li>• Honest and reliable</li> <li>• Self-motivated, able to take initiative and meet deadlines</li> <li>• Highly organised, with good time management skills and the ability to prioritise well</li> <li>• Professional, friendly manner</li> <li>• Interest in permaculture and sustainability</li> </ul>	<ul style="list-style-type: none"> <li>• Commitment to sustainable practice - self and team</li> </ul>

Please note that the job will be subject to an initial trial period based on a review at 3 and 6 months.

Send your completed application form to [celia@permaculture.org.uk](mailto:celia@permaculture.org.uk)