

## Director - Job Description CPRE Avon and Bristol

CPRE, the Countryside Charity, exists to promote and enhance the countryside and protect it from unsustainable development. Working alongside rural communities, the charity campaigns for good local public services, affordable homes and sustainable economic growth and leads projects to connect people with their local countryside.

The Avon and Bristol branch is looking to appoint a dynamic individual who understands the importance of good communications across media and social media; can build key partnerships with stakeholders; is an effective fundraiser and happy to oversee a project based team.

The new Director has a great opportunity to support projects that build biodiversity and mitigate climate change; influence planning decisions; improve and develop communications; widen access to the countryside to encourage cultural diversity and inclusion and ensure the branch is well managed financially.

You will oversee the 'Hedgerow Heroes' project through which volunteers are supported and trained to manage and maintain healthy hedgerows. This builds biodiversity and ensures wildlife in our countryside is brought back from the brink. Healthy hedgerows help to fight climate change. In Avon and Bristol, we have plans to expand the project from South Gloucestershire to Bath and North East Somerset in 2023.

**Contract:** Permanent

**Hours:** 3 days a week (rising to 4 days, subject to project funding).

**Salary:** £32,000 (Full Time Equivalent), depending on experience

**Work place:** home-based with local meetings and occasionally in London.

Applications close 14th April. Interviews on 21st April in Bristol area.

**Flexible working** is fully supported across three/four days.

**Diversity and inclusion:** We welcome applicants from people with diverse cultural backgrounds. We are actively engaged in ensuring that CPRE Avon and Bristol is open and welcoming to all and staff are mentored and supported to help them reach their personal career goals.

### About us

CPRE is an independent and non-political charity, defending our countryside in the public interest. Our campaigning is evidence-based and reasoned, as well as passionate. We have a long track record of achievement and are experts in the planning system. CPRE is an influential National charity and Avon and Bristol is one of a network of highly respected independent charities aligned to the National charity.

### About the role

The Director is a member of the management team and reports to the Chair of Trustees.

This is an exciting time to join CPRE Avon and Bristol. It is an opportunity to play a crucial role in helping local communities rediscover their love of the countryside and develop a new understanding of its importance for their health and wellbeing.

### **Key Responsibilities:**

The Director is responsible for the day to day running of the organization. In consultation with the Trustees, you will ensure the branch is effectively managed and that efficient systems are in use. You will work with the Treasurer on financial planning and ensure all activities are within agreed budgets.

We require the Director to lead on income generation, including developing a Fundraising Plan and identifying suitable fundraising opportunities. At present 90% of the charity's income is secured through membership fees. Trusts and foundations, community fundraising and individual giving have been identified as potential opportunities to ensure the long-term viability of the local charity and extend our project based work. You will need to prepare, write and present bids for grants from trusts and other potential donors

Another important aspect of the role is communications. Working with a part time assistant who currently manages social media and the website, the Director will build external relationships with local media (magazines, radio and TV, newspapers) and grow the profile of CPRE Avon and Bristol on social media, including Twitter, Facebook and Instagram. You will be asked to deliver a quarterly e-bulletin; write and oversee website updates and notifications on social media for members, supporters; partners and other stakeholders.

The Director is an ambassador for CPRE Avon and Bristol and you will need to be comfortable working with a wide range of stakeholders from MPs and council leaders to volunteers, local residents groups, local media and the public.

You will need to ensure compliance with all statutory requirements and organize and deliver the Charity's Annual General Meeting. In addition there are a number of national and regional CPRE events and workshops to attend and you'll initiate branch engagement with national CPRE campaigns where appropriate.

### **Skills and experience required:**

- Excellent written and verbal communication and networking skills.
- Collaborative and creative thinker with the ability to motivate and inspire people.
- A strong commitment to the countryside and awareness of the main issues it faces.
- Highly organized, able to balance multiple priorities and manage time effectively.
- A proven track record of raising income through a range of fundraising platforms.
- A confident Line Manager with experience in recruiting and managing staff and volunteers.
- An understanding of the challenges and opportunities of leading a volunteer workforce.
- Willing and able to work flexibly and independently, from home, with occasional out of hours working.
- You have your own transport and current driving license and will be willing to travel within the local and regional area and occasionally to London to visit the National team.

**Desirable:**

Much of the campaigning on planning issues is carried out by very knowledgeable District Groups. The Director will work collaboratively with them but a desire to learn about the planning process and experience in campaigning would be helpful.

**Recruitment Process:**

The closing date for applications is **Friday 14th April at midnight**. Interviews will be held in or near Bristol on 21st April.

**HOW TO APPLY:**

To apply please submit a CV and covering letter giving examples of your previous experience. Please include your reasons and motivations for applying for this role as well as your contact details, including mobile and e-mail. Applications without a covering letter will not be considered.

Please submit applications via the Charity Job portal: <https://bit.ly/3yl6zhm>

If you would like an initial informal conversation with the CPRE Chair of Avon and Bristol, Sarah Pitt, she will be delighted to speak with anyone interested in the role. She can be contacted at [sarah.pitt@metronet.co.uk](mailto:sarah.pitt@metronet.co.uk).