

Ecological Land Cooperative

For a living, working countryside



Membership and Engagement Manager - Job Description and Person Specification

The Ecological Land Cooperative (ELC) is a social enterprise based in Brighton, East Sussex. We exist to create affordable access to land for new entrants to ecological agriculture and mixed farming. Following the successful delivery of our first site, a cluster of three ecological smallholdings at Greenham Reach in Mid Devon, we have also purchased an 18.5 acre site in East Sussex. We have an ambitious plan to deliver around 20 smallholdings over the next 4 years.

We currently employ 1 full-time and 3 part-time staff, and strategic direction is led by ELC's Board of Directors, which currently has 5 members who are elected at the Cooperative's AGM. There are 300 members of the Cooperative.

We believe that ecological land-based livelihoods can help solve some of the most pressing environmental and social problems of our time, and seek to marry ecological principles with sound business practice to help more people live and work on the land. This type of small-scale ecological production delivers a number of benefits including protecting the environment, building vibrant rural communities, providing employment and training and supporting healthy diets through affordable, local produce.

Beyond this, our vision is one where land is valued and used as a means to enhance our collective good. At present, land in the UK is the target of financial speculation; in contrast, our model champions a collective, ecological and cooperative vision of land ownership and land use.

The Membership and Engagement Manager

The Membership and Engagement Manager is responsible for supporting and growing the membership of the Ecological Land Cooperative, and representing the organisation at events across the UK to promote our work and encourage people to join us, and is supported by the Operations Manager.

Hours

2 days (15 hours) per week. Brighton based with travel and the opportunity to work flexible hours and from home.

Remuneration

£ 26,374 per annum* pro rata. Actual salary for 2 days (15 hours) per week, £10,549

* the ELC has a flat payment structure, with all workers paid at the same rate. As soon as our organisational productivity exceeds our business plan targets, we'd like to increase the level of pay across the organisation.

Job Description

The Membership and Engagement Manager is responsible for:

- Supporting and growing the membership of the ELC to encourage new members from across the UK.
- Communicating with members, providing information when requested and preparing and sending annual statements to shareholding members.
- Organising volunteer work days and events for members including the ELC AGM in June each year.
- Creating opportunities for members to engage in and influence the work of the Cooperative, through consultations and participation in decision making.
- Understanding the different opportunities for the ELC to engage with a wider audience and ensuring that the ELC is represented at all available fora in the agro-ecological, cooperative, social investment, low impact and any other relevant sectors.
- Representing the ELC at meetings, conferences and events to promote our work and encourage people, groups and organisations to support and join us.
- Working with the Operations Manager to carry out the smallholder recruitment process as and when sites become available.
- Preparing regular progress updates for the Operations Manager and ELC Board.
- Any other aspect of membership and engagement work considered reasonable.
- Contributing to the work of the ELC as part of the staff team, including team meetings, strategic planning and away-days, and team-building or social events.

Person Specification

Essential Skills and Experience

- Experience of working in a membership recruitment or development role.
- Demonstrated ability to develop and maintain professional networks.
- Strong communications and presentation skills both written and verbal.
- Excellent written English and the ability to adapt written materials to different audiences.
- Demonstrated ability to engage an audience.
- Experience of using and maintaining a contact management database.
- Excellent ICT skills.
- A commitment to working cooperatively.

Desirable Skills and Experience

- Experience of working within the environmental movement, the cooperative movement or the third sector.
- Experience of the low-impact movement or agro-ecological farming.
- Familiarity with web-based management tools such as Google G-Suite and Slack.
- Experience of cooperative management and inclusive decision making.
- Experience of remote working or an understanding of the challenges and opportunities of working remotely.
- Experience of working as part of a small and diverse team.