

## Trees Call to Action Fund

### Community Engagement Officer – Hedgerows



#### PROJECT DESCRIPTION AND PERSON SPECIFICATION

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<b>PROJECT TITLE:</b>	Community Engagement Officer – Hedgerows
<b>BASED:</b>	The Tree Council HQ in Canada Water, London SE16. with flexibility to work from home if based elsewhere
<b>SALARY:</b>	£27,000 - £30,000 per annum (pro rata)
<b>TERMS:</b>	Part-time, 4 days per week to 30 March 2025 (5 days also an option) 25 days annual leave (pro rata), plus Public Holidays and the period between Christmas and the New Year
<b>PENSION:</b>	7% contribution by The Tree Council

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**REPORTING TO:** Hedgerows Programme Manager in close consultation with National Tree Warden Scheme Coordinator and Head of Comms

**LIAISON WITH:** Tree Council Senior Team / Science & Research Projects Manager / Head of Major Planting Programmes / wider Tree Council team

External liaison: National Lottery Heritage Fund (NLHF), volunteer Tree Wardens, *Talk to the Hedge* project partners, plus a wide variety of additional stakeholders

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The Tree Council's 18-month programme 'Close the Gap' focused on well-managed hedgerows and the role they play in improving biodiversity, helping mitigate climate change and inspiring wellbeing.

To build on the great work of Close the Gap, The Tree Council and partners are launching a follow-on national hedgerows programme in June 2022, '**Talk to the Hedge**'. Comprising an exciting range of rural and urban hedgerow initiatives, Talk to the Hedge will raise public awareness of the wonders of hedgerows and all they do for humans, nature and the planet. Our goal is to plant more hedgerows across the nation and to make sure those we already have are healthier and thriving for the future.

Talk to the Hedge will develop existing partnerships with **People's Trust for Endangered Species (PTES)**, **Farming & Wildlife Advisory Group (FWAG)**, **Hedgelink** and **Royal Parks Guild** and establish new collaborations with two smaller conservation charities, **Another Way** (led by 19- year-old Amy Bray) and the **National Hedgelaying Society (NHLS)**. Other significant programme elements include a fundraising partnership with **The Queen's Green Canopy**, plus a media partnership with **The Week Junior, Science + Nature**.

The Tree Council is the lead partner, guiding the delivery of the programme, supported by a Steering Group with representatives from each organisation.

You will be at the heart of this new programme where active communication, attention to detail and determination will be vital to success.

We're looking for a skilled Community Engagement Officer who can demonstrate a passion for connecting people and the environment and inspiring communities to take local action. You will have minimum three years' experience of working with a wide range of voluntary groups, ideally including 16-24 year olds, and you will also be an advocate for the ecological, economic and social importance of hedgerows and trees.

You must possess excellent people skills, creativity and infectious enthusiasm for inspiring people to learn, survey, plant, restore and carefully manage hedgerows and trees in their communities. You must be adept at writing and producing clear and concise communication resources to support better understanding of hedges and trees on a multitude of platforms to ensure a legacy of care beyond the end of the project.

You will be supported by the Hedgerows Programme Manager and work closely with the National Tree Warden Scheme Coordinator and Head of Comms, as well as The Tree Council's highly motivated team.

Talk to the Hedge aims to:

- help shape the future of England's urban and rural hedgerows
- support UK targets for ecological restoration and climate change mitigation
- increase and share knowledge on best-practice hedgerow management
- inspire the younger generation to engage with green-space careers
- raise awareness of the value of hedgerows through the annual National Hedgerow Week
- build a strong, long-term, well-funded hedgerow partnership for the future

**The Trees Call to Action Fund is funded by Defra and is being delivered by The National Lottery Heritage Fund in partnership with Natural England and the Environment Agency.**

#### **JOB PURPOSE:**

Support the Hedgerows Programme Manager to deliver National Hedgerow Week

Support new audiences of farmers, landowners and volunteers to deploy the PTES Healthy Hedgerows survey app to help map the health of England's hedgerows and provide tailored hedge management

Support existing networks of volunteers (Tree Wardens, Another Way, Royal Parks Guild) farmers and others to engage with hedgelaying courses

Support delivery of the annual green space career Discovery Days, for 200+ young people, working closely with Royal Parks Guild

Help the National Tree Warden Scheme Coordinator establish new volunteer Tree Warden networks in areas where there currently are none and provide training where required

Assist in dealing with hedgerow queries to our hedgerows inbox and keeping the Hedgeline website up to date

Assist with record-keeping at Steering group meetings and other administrative duties including helping with project monitoring data

## RESPONSIBILITIES

### Support existing and help cultivate new volunteer networks

- Help plan and deliver a programme of hedgerow related activities to engage volunteers in National Hedgerow Week and National Tree Week – both online and out in the field
- Encourage volunteers to use the PTES Healthy Hedgerows app to help map hedgerows and restore and manage them
- Develop relevant training materials to support communities with hedgerow management and planting, including regularly updating the Hedgelink website
- Identify and support schools and community groups to plan and deliver local seed nurseries

### Assist with the delivery of Discovery Days

- Work closely with The Royal Parks Guild to develop the hedgerow elements of the annual Discovery Day programme
- Help market the Discovery Days and other Talk to the Hedge events via social media

### Support the delivery of other Talk to the Hedge project elements, including:

- Support every aspect of National Hedgerow Week (September 2022) – a public engagement campaign to celebrate and raise awareness of hedges
- Engage with farmers as appropriate including through events with FWAG
- Support the project monitoring and evaluation framework
- Prepare regular reports for the project funders
- Keep detailed budget and project management plans

## PERSON SPECIFICATION

Person Specification	Criteria *	
<b>Qualifications</b>		
• Degree level qualification (preferably in an environmental discipline although this is not essential)	E	
• Project management qualification	D	
• Current, clean driving licence (minimum one year as a driver)	D	
<b>Experience</b>		
• Minimum 3 years working with a variety of community action groups	E	
• Experience working on an NLHF-funded project	D	
• Experience working on projects linked to the environment or green infrastructure	E	
• Experience delivering across a variety of disciplines with multiple partners	E	

<ul style="list-style-type: none"> <li>• Experience delivering public engagement campaigns, including effective social media activity</li> </ul>	D	
<ul style="list-style-type: none"> <li>• Experience dealing with sometimes delicately balanced situations</li> </ul>	E	
<b>Skills</b>		
<ul style="list-style-type: none"> <li>• Good basic understanding of hedgerow management for both people and wildlife and ability to champion their importance</li> </ul>	E	
<ul style="list-style-type: none"> <li>• Possess strong organisational skills, often working to tight deadlines, with a calm and confident manner</li> </ul>	E	
<ul style="list-style-type: none"> <li>• Able to prioritise a heavy workload, multi-task and perform effectively under pressure with excellent attention to detail</li> </ul>	E	
<ul style="list-style-type: none"> <li>• Excellent written and spoken English with ability to write engaging copy for different audiences and with impeccable telephone and email manner</li> </ul>	E	
<ul style="list-style-type: none"> <li>• Numerate and forensic with budgets and targets</li> </ul>	E	
<ul style="list-style-type: none"> <li>• Confident building relationships with a wide variety of stakeholders and chasing for results</li> </ul>	E	
<ul style="list-style-type: none"> <li>• Diplomatic with the ability to handle delicate situations in a calm, professional manner</li> </ul>	E	
<ul style="list-style-type: none"> <li>• IT proficient with good knowledge of all MS Office programmes and confident with video conferencing tools</li> </ul>	E	
<ul style="list-style-type: none"> <li>• Knowledge of WordPress and experience of managing websites</li> </ul>	D	
<ul style="list-style-type: none"> <li>• Self-motivated, high-energy and pro-active with a 'can do' attitude</li> </ul>	E	
<ul style="list-style-type: none"> <li>• Committed to accurate, detailed record-keeping</li> </ul>	E	

(\* ) E= Essential      D=Desirable

Attitudes:

- Collaborative team player, builds positive relationships quickly
- Engaging with high energy levels
- High professional standards and tendency to smile rather than frown
- Approachable, with the gravitas to be listened to seriously
- Resilience and tenacity
- Highly practical
- Resourceful problem solver
- Can-do, self-starter and team player
- Able to work weekends / evenings with some potential overnight stays (The Tree Council operates a 'Time off in Lieu' policy.)

The Tree Council team works in a collegiate way, delivering projects together. As a result, there is regular cross-over and collaboration. Each project has a designated leader who takes responsibility for driving, maintaining and monitoring progress.

## THE TREE COUNCIL - WHO WE ARE

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The Tree Council is a charity (charity no. 279000) and umbrella body bringing everyone together with a shared mission to care for trees and our planet's future. We inspire and empower organisations, government, communities and individuals with the knowledge and tools to create positive, lasting change at a national and local level.

We inspire people to plant and care for trees – the trees in your city street, your local park or school playground, in orchards and hedgerows and rural pastures around the UK. (Other charities focus on forests and larger woodlands.)

We celebrate our 50<sup>th</sup> anniversary in 2023 and are at an important stage in our development, with ambitious plans for the future.

Our work includes:

- Support for a network of volunteer Tree Wardens who help plant and establish trees in communities across England, Scotland and Wales.
- An annual community programme, which connects people with trees and the natural world, including 'National Hedgerow Week' and 'National Tree Week' at the end of November, which celebrates the start of the winter planting season
- A grants programme that helps schools and other community groups fulfil their vision to plant trees, orchards and hedgerows
- Science and social research programme in partnership with Defra, Forestry Commission, Fera Science and top UK universities.
- An important relationship as a 'critical friend' to Network Rail. We advise on vegetation management along 20,000 miles of railway corridors and are delivering a £2.4m Network Rail community planting programme over four years.
- Partnership with our 120 Member organisations including other charities such as the Woodland Trust and Trees for Cities; academic partners such as Reading, Newcastle, York and Strathclyde Universities; and generous supporters including businesses, major donors and Trusts & Foundations.

## TIMETABLE

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If you are inspired by this new role at The Tree Council and would like to be considered for interview, please email a CV and covering letter (2 sides A4 max) to [HR@treecouncil.org.uk](mailto:HR@treecouncil.org.uk)

- **Deadline for applications: Sunday 3 July 2022**
- **First interviews will take place by zoom on Thursday 7 July 2022 (to be confirmed)**

Pre-employment checks for the successful candidate will include:

- Enhanced DBS check
- Two professional references
- Verification of 'Right to Work in the UK'

**The Tree Council is an equal opportunities employer. We welcome applications from everyone regardless of age, disability, gender, ethnicity, religion and sexual orientation.**