

Job Description



Cumbria
Wildlife Trust

Job Title: Eycott Hill Events and Communications Officer

Weekly Hours: 35

Based At: Office: Gosling Sike, Carlisle, Cumbria
Site: Eycott Hill, Berrier, Penrith, Cumbria

Reports To: Publications Officer

Job Purpose:

The purpose of the job is to deliver the awareness raising and outreach based outcomes of the Eycott Hill project as detailed to the funders, The National Lottery Heritage Fund (The Fund).

Special Features of the Role:

Eycott Hill is Cumbria Wildlife Trust's first upland nature reserve and an exciting National Lottery Heritage Fund project is making it a better place for wildlife while also creating an interesting and inspiring place for people to visit. Now in its fourth year the project has successfully created and enhanced a mosaic of healthy upland wildlife habitats from flower rich-meadows, to areas of new woodland and upland shrub heath, and healthy wetlands and watercourses while promoting the grazing of cattle in the uplands. The habitat works are being used to demonstrate 'land management for public goods', bringing improvements for people and the community through helping to slow the flow of water from the uplands, reducing soil erosion, and supporting pollinating insects.

This role focuses on the people engagement and outreach side of the project, promoting the nature reserve to a wide audience, supporting different groups and helping them to access Eycott Hill, and developing an exciting events programme that will include guided walks and family events. A key requirement of the post is the delivery of an end of project conference in 2020.

A major project partner in terms of outreach and engagement is Prism Arts and this role will support the delivery of a programme of arts based engagement activities for local children, and adults with learning disabilities. This will culminate in an outdoor theatre performance in June 2019.

To deliver the project you will work closely with the project's Reserve and Training Officer and support them in promoting and delivering a range of learning outcomes to different groups.

Main Responsibilities and Accountabilities:

Events, learning, and engagement

- Organise and deliver, with the support of the Eycott Hill Reserve and Training Officer, an end of project conference in early 2020 to share knowledge about land management for public goods, conservation grazing in the uplands, and arts and nature for health and well-being.
- Assist with the delivery of an outdoor theatre performance in partnership with Prism Arts and colleagues at Cumbria Wildlife Trust. This will involve event planning and logistics plus assisting with workshops and rehearsals in advance of the main event. Key event dates are Tuesday 18th June to Thursday 20th June 2019 inclusive.



- Organise and deliver, with the assistance of the Eycott Hill Reserve and Training Officer, public engagement events including family fun days, guided walks and cycle rides, creative courses, photography courses, and wildlife and nature courses.
- Assist the Eycott Hill Reserve and Training Officer in promoting and delivering the learning outcomes of the project including practical skills training, education delivery, supporting voluntary placements and projects, and working with a range of organisations and businesses to ensure the project reaches a wide audience. Learning activities include John Muir Award, AQAs, site visits, training courses, and voluntary placements and projects for students. Audiences include schools, colleges, universities, members of the public, volunteers, and other organisations and businesses.
- Assist the Eycott Hill Reserve and Training Officer in organising and delivering a programme of farmer engagement and land management for public good events in partnership with The Farmers Network. Maximise opportunities available as a result of these events to promote conservation grazing and land management for public goods to wide range of people and media outlets.
- Work with the project team and consultants to evaluate the project and deliver a detailed evaluation report to The National Lottery Heritage Fund.

Communications

- Promote the full range of activities, events, and learning opportunities directly to the specific audiences identified in the activity plan for each activity. Events planned as part of the programme vary across a range of identified audiences.
- Use a range of marketing channels to promote the work of the project to different audiences including press releases and articles, posters, adverts, websites, email newsletters, blogs, and social media. Prepare a monthly e-newsletter.
- Prepare a scrapbook for the final 18 months of the project and collate a complete scrapbook to contribute to evaluation and celebration of the project.
- Work with the Trust's Publications Officer to ensure that all physical interpretation on the site (and at sites nearby) is maintained to the agreed specifications and produce new interpretation as required.
- Work with the Trust's Publications Officer to ensure publications that increase people's understanding and appreciation for the site are available and up to date.
- Promote the site at local shows and conferences.
- Promote use of the site to existing groups such as geology groups, orienteering groups, children's clubs, and training providers.
- Work with local businesses and Tourist Information Centre's to promote the nature reserve as a destination for locals and visitors to the area.
- Work with wildlife and media students from the University of Cumbria to record progress and activities on the site through film and photography.

Project administration

- Monitor relevant project outputs and undertake project evaluation work as detailed in the project application.
- Report to the project Steering Group, the Trust's Development Group and Trustees on a quarterly basis.
- Contribute to reporting and budget management as directed by the project co-ordinator.
- Contribute to monitoring project outputs and undertake evaluation work as detailed in the evaluation plan.

Supporting the Trust

Be proactive in increasing the Trust's membership.

Raise the profile of Cumbria Wildlife Trust.

Seek to raise increased funds for the Trust.

Develop and participate in educational aspects of the Trust's work including events, guided walks and illustrated talks.

Any additional duties as outlined in the Annual Work Plan and the Trust's Universal Work Plan.

Any other duties that may reasonably arise from time to time.

All tasks and responsibilities to be carried out in accordance with the Trust's policies and procedures.

Date: February 2019