



**Cumbria**  
Wildlife Trust

## Job Description

<b>Job Title:</b>	Project Officer – My Local Catch
<b>Weekly Hours:</b>	35
<b>Duration of contract:</b>	Full-time, fixed term for 2.5 years
<b>Based At:</b>	Whitehaven, Cumbria – initially home-based
<b>Reports To:</b>	Senior Marine Conservation Officer

### **Background:**

Our seas are threatened by pollution, unsustainable exploitation and infrastructure development, destructive fishing practices and, increasingly, the effects of global climate change. These pressures are altering the ecological balance, depleting resources beyond safe biological limits and jeopardising what we take from the sea. But this can be turned around.

We all need healthy seas. We believe that a healthy, wildlife-rich natural environment is not only valuable in its own right; it is fundamentally important for human health, wellbeing, and our prosperity. Cumbria Wildlife Trust leads a diverse marine programme across the North West, working to promote the protection and recovery of marine life and blue carbon habitats in the Irish Sea. Key areas of our work include: policy and advocacy; research and monitoring; conservation and restoration; and community engagement and awareness raising.

### **Job Purpose:**

Building on the success of a pilot research project, Cumbria Wildlife Trust are leading on the Cumbrian Creel research project; an innovative partnership project working with local, small-scale fishermen to trial creeling as an environmentally sustainable, economically viable and socially responsible alternative to trawling. Running in parallel with this research, the My Local Catch project will raise awareness about the benefits of locally and sustainably-sourced seafood in the recovery of our seas.

The role of the Project Officer is to deliver the My Local Catch project, working with local fishermen and west coast communities to start to bring about the recovery of our seas. Sustainably-caught 'local catch' will be used and promoted throughout the project.

### **Special Features of the Role:**

The post holder will work to promote the messages of the project to communities, consumers and businesses alike, so that they are better equipped with knowledge of our local marine environment, the seafood our local waters have to offer, the benefit of shopping locally for sustainably-sourced seafood. The Project Officer will promote the work of the project through events, cookery demonstrations, promotional videos, recipe cards and interpretation. The main audiences for this project are local fishermen, young people, low-income families and the wider west coast community.

## **Main Responsibilities and Accountabilities:**

- Build relationships with potential partners such as restaurants, chefs, fishmongers, fish and chip shops, supermarkets and statutory agencies.
- Work with the marketing team and suppliers to produce effective communication tools including an information leaflet, e-news, restaurant table top info, recipe cards, webpage, and display materials.
- Promote the messages of the project to local media and through a project blog and short films for use on websites and social media to reach a wide audience.
- Organise events including a flagship annual festival at St Bees beach, cookery demos and tastings at farmer's markets and local food festivals.
- Recruit and organise volunteers to help with events, analyse data and research local outlets to contribute to a directory about where to buy local and sustainably-caught fish.
- Organise cooking sessions with The Food Pantry Project, Young Cumbria and Whitehaven Youth Harbour project to reach young people and low income families.
- Organise and deliver the programme of activities arranged through the project development with secondary schools.
- Support and supervise the project interns.

## **Budgeting and reporting**

This project is funded by The National Lottery Heritage Fund.

Monitor expenditure against the agreed budget, and prepare quarterly reports for Senior Managers and Trustees. Undertake all monitoring, reporting and claims in line with the requirements of the project funders.

## **Health and Safety & COVID-19**

Have overall responsibility for Health and Safety in relation to the delivery of the project and abide by the Trust's Health and safety policy and guidance.

Due to COVID-19, this role will initially require the ability work from home, and project activities may have to be modified for digital engagement while face-to-face engagement is not possible.

## **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 2021**

# Person Specification

## 1 Qualifications & Experience:

The post holder will be expected to have qualifications and recent and relevant experience in the following areas:

		Essential	Desirable
1.	A relevant degree and/or demonstrable work experience in the sector	•	
2.	Experience of working in community engagement (with a focus on marine awareness), engaging and inspiring behaviour change	•	
3.	Experience of organising, co-ordinating and delivering event programmes (digital and face-to-face) to a wide range of audiences	•	
4.	Evidence of using websites and social media in a professional capacity and input into promotion and campaigns		•
5.	Experience of developing lesson plans and delivering school sessions		•
6.	Experience of recruiting, training and supporting volunteers and/or interns		•
7.	Experience of data handling and analysis		•

## 2 Knowledge & Skills:

The post holder will have the following knowledge and skills:

		Essential	Desirable
1.	Strong knowledge of and an interest in current UK marine conservation issues, particularly fisheries and their environmental impacts	•	
2.	Understanding of marine resources and sea users	•	
3.	Knowledge of UK marine species and habitats	•	
4.	Understanding of coastal communities	•	
5.	Proven ability to work independently and within dynamic teams, including remotely	•	
6.	Strong self-motivation and an ability to manage own workload	•	
7.	Evidence of excellent communication skills, including writing, listening, speaking and presenting to groups	•	
8.	Excellent organisational skills and ability to work to a deadline	•	
9.	Good general IT skills, and the ability to learn how to use a range of software	•	
10.	Full driving licence and use of own vehicle	•	
11.	Awareness of health and safety issues		•

## 3 Personal Qualities:

The post holder should possess the following:

		Essential	Desirable
1.	A keen interest and passion for the marine environment, sustainable fisheries and seafood	•	
2.	Willingness to work outdoors on a range of sites in all weathers	•	
3.	Self-discipline and confidence in own abilities	•	
4.	Ability to use tact and diplomacy when required	•	

## Terms and Conditions

1. Salary: £26,297 per annum (inflationary increase pending), plus pension contribution of 9% (Year 1 - Grade 6).
2. Duration of post: 2.5 years. All employees new to Cumbria Wildlife Trust undertake a probationary period of 6 months, in which time they are expected to establish their suitability for the post.
3. Hours per week: 35 hours, normally worked between 9.00am to 5.00pm, days to be agreed. Some out of hours work may be required, for which time off in lieu is given.
4. Holidays: 28 days per annum, including public holidays. After 1 year's continuous employment with the Trust, employees are entitled to an extra day's holiday entitlement for each subsequent complete year of service, up to a maximum of 5 extra days.
5. Place of work: Whitehaven, Cumbria (initially home-based)
6. Applications: Completed application forms should be returned with a covering letter outlining the candidate's suitability for the post, to Claire Ladell, Senior Personnel Officer, Cumbria Wildlife Trust, Plumgarths, Crook Road, Kendal, Cumbria, LA8 8LX or by email to [admin@cumbriawildlifetrust.org.uk](mailto:admin@cumbriawildlifetrust.org.uk).
7. Only short listed candidates will be contacted. If you have not heard anything within 14 days of the closing date, please assume your application has not been successful.
8. Closing date for applications is **midnight on Wednesday 17 March 2021**.
9. It is anticipated that interviews will be held on **Thursday 8 April 2021**.  
  
Please note that due to the varying Covid-19 restrictions, the recruitment programme may be subject to change.
10. Applicants shortlisted for an interview will be asked to declare any unspent criminal convictions.
11. Applicants also should be aware that this post requires a Disclosure and Barring Service (DBS) check due to it being exempt from the Rehabilitation of Offenders Act and therefore spent criminal convictions should also be declared if shortlisted for an interview.
12. The anticipated start date for the post is **Wednesday 12 May 2021**.
13. Any further enquiries should be directed to Dr Emily Baxter (Senior Marine Conservation Officer), [emilyb@cumbriawildlifetrust.org.uk](mailto:emilyb@cumbriawildlifetrust.org.uk) or ring 01539 816 300.