



**Cumbria**  
Wildlife Trust

## Job Description

**Job Title:** Community Engagement Officer (for Cold Springs Community Nature Reserve)

**Weekly Hours:** 28 hours per week (Salary grade 6)

**Based At:** Office base available at Carlisle or Kendal (with flexible home working).  
Cold Springs is in Penrith, so lots of work will be site-based.

**Reports To:** Head of Community Development

### Job Purpose:

To take responsibility for managing and developing the Cold Springs Site and to promote the continued involvement of the local community.

Cold Springs is a set of fields (along Beacon Edge Rd) that was gifted to Cumbria Wildlife Trust in 2022 with the purpose of restoring the fields to create a habitat for nature, for the benefit of both people and wildlife.

This post is funded by the National Lottery Heritage Fund as part of the wider Access to Eden: Breaking Barriers and Building Bridges partnership project, led by Eden Rivers Trust. You will work closely with the project partners to maximise the engagement opportunities at Cold Springs and the wider Penrith area as part of an 'Eden Community Conservation Network' that will develop as part of the Access to Eden project.

The Access to Eden project partnership, led by Eden Rivers Trust has been awarded a grant from the National Lottery Heritage Fund to deliver a £2m+ project called *Access to Eden: Breaking barriers, building bridges*.

**The project vision is to break down the physical, social and cultural barriers that prevent people from accessing the natural heritage of Eden, and build the bridges to give them the confidence to enjoy and help protect our blue and green spaces.**

The 13-strong Access Partnership (including Cumbria Wildlife Trust) will do this by enhancing eight natural heritage sites in the Eden that will benefit people and wildlife by improving accessibility on seven of those sites; working with communities to enhance wildlife habitats on five of sites; and delivering targeted engagement programmes on all of the sites to support underserved communities in their use of them. Cold Springs is one of those sites

Additionally, seven programmes will operate within and between those sites, linking up across the whole project area. These specific programmes: for young people, about solutions to environmental problems, enabling cultural exchange, providing access to information and promoting well-being; will provide opportunities for those same communities, wherever they are in the catchment, to explore,

enjoy and care for the Eden landscape beyond their own doorstep. Together we hope to build a Community Conservation Network for Eden.

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

There will be a need for flexibility as the post holder will be organising and running events outside of office hours and at weekends.

The post will be managed by the Head of Community Development and take guidance from the Nature Reserves Team and the newly formed Steering Group who the post holder will work closely with the Steering group is largely made up of local volunteers.

### **Main Responsibilities and Accountabilities:**

#### **People engagement**

Through a series of events, volunteering opportunities and continued communication, the post holder will nurture local relationships and develop the connection between Cold Springs and the local Penrith community, and the wider interested public.

Organise and advertise a series of activities, as outlined in the activity plan, and represent the project and partnership at appropriate community events. This will include organising an official opening celebration and reviving an annual festival connected to the holy well on the site.

Organise a series of activities looking at different aspects of the site over the years: trees, fungi, history etc.

Develop appropriate communications with the various stakeholders involved in the site, which includes individuals and organisations. This might include sending invitations to events, direct e-mail updates and newsletters. Project communications will operate alongside communications across the whole Access to Eden Project.

Create content about the site for our website and engage the wider public through social media posts.

An activity plan has been developed for this project, which details all the planned works and audiences that have already been identified. As much of the work connected with Cold Springs is being co-designed with our communities, the plan is ever-evolving and not a static document.

The activity plan also includes identified projects to engage the wider Penrith community which includes linking green walking routes around the town, supporting a small network of volunteer tree growers and encouraging wildlife-friendly garden planting choices of our neighbours in the new housing estates.

#### **Practical works**

With the Nature Reserve Officer, plan and oversee access and conservation works based upon the management plan for the site. This may include overseeing contractors and volunteer groups, organising volunteer work days and working with the steering group made up of local people. An orchard, ponds and wildlife garden are planned as part of the works on the site.

Cold Springs is grazed by sheep to maintain the grassland. This is managed by our local tenant farmer and the Nature Reserve Officer, but you will need to liaise with the farmer to keep sheep out of some of the fields when they are needed for larger public activities on the site.

**Interpretation**

A signage and interpretation plan has been designed for the site – the role will include working closely with the marketing team and contractor to deliver this plan which will include the production of a trail leaflet to link this site to other green spaces in the Penrith area through a series of walking routes. The plan also includes the interpretation of the wildlife and historical holy well on the site.

**Reporting and monitoring**

Work with Eden Rivers Trust, and provide budgets and updates to enable the efficient reporting of the project progress to the funder.

Provide this information for CWT quarterly reporting cycle.

**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 are to be carried out in accordance with the Trust's policies and procedures.

**Date: March 2024**

# Person Specification

**Post Title: Community Engagement Officer**  
(for Cold Springs Community Nature Reserve)

## 1. Qualifications & Experience:

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

		Essential	Desirable
1.	Good level of education or with an equivalent level gained through experience.	•	
2.	An excellent networker who can demonstrate an ability to build strong working relationships with colleagues and people/stakeholders from a wide range of backgrounds.	•	
3.	Creating and delivering a range of evidence-led and audience-appropriate toolkits, resources and training sessions to inspire and support effective community action.	•	
4.	Developing strategic partnerships and relationships to strengthen community engagement.	•	
5.	Managing and delivering projects (including responsibility for budgets)	•	
6.	Experience of working in a charity context.	•	
7.	Monitoring outcomes to inform decision-making.		•
8.	Good experience in related work in community engagement and delivering mobilisation initiatives at a practical level.		•
9.	Working successfully in a team.		•
10.	Experience in working with and leading volunteers.		•

## 2. Knowledge and Skills:

The post holder will have the following knowledge and skills:

		Essential	Desirable
1.	A strong understanding of different methods of community engagement at a practical level.	•	
2.	A good understanding of how supporter motivations can be harnessed to catalyse action in local communities and support for the environment.	•	
3.	Good knowledge of current safeguarding legislation and best practice.	•	
4.	Understanding and knowledge of local community in the Penrith area.		•
5.	Knowledge of ecology / practical conservation management		•

## 3. Personal Qualities:

The post holder should possess the following:

		Essential	Desirable
1.	A good listener with excellent interpersonal, presentation and communication skills	•	
2.	Well organised, resilient, flexible, tactful, trustworthy, honest and diplomatic	•	
3.	A team player who can work collaboratively across, community groups and projects to co-create opportunities, offer guidance, share learnings and achieve results	•	
4.	Strongly motivated by CWT's mission and values	•	
5.	A current valid UK driving licence		•