

Job Description

Job Title:	Red Squirrel Recovery Network Community Engagement Officer (Cumbria)
Weekly Hours:	35 Hours; Fixed term until 31 December 2029
Grade:	Grade 7.1 Year 1 - £29,447 per annum plus employer's pension contribution of 9%.
Based At:	Cumbria Wildlife Trust's offices in Carlisle. Frequent travel across Cumbria is required in line with the needs of the role.
Reports To:	Red Squirrel Recovery Network Project Officer
Responsible For:	<ul style="list-style-type: none"> ○ Volunteers ○ RSRN Engagement Assistant ○ Engaging people in target communities in the Red Squirrel Network ○ Improving connection to nature for people in target communities
Internal Relationships:	<ul style="list-style-type: none"> ○ RSRN project team, ○ CWT Nature Recovery departments, ○ CWT staff
External Relationships:	<ul style="list-style-type: none"> ○ RSRN project partners and project staff employed in partner organisations ○ RSRN Partnership Board and Project Advisory Group ○ Community organisations, groups and volunteers

Purpose of the role:

In Cumbria, the west coast has been identified as the priority area for engagement. This is because there is an opportunity, not only for encouraging red squirrels back to the area, but for us to link with some key community activity that will help us reach new audiences and add value to the efforts of some key partnerships.

Workington, Whitehaven and Cockermouth are areas where red squirrels are still present and where there are active volunteer groups working to protect the species.

The Community Engagement Officer's role is to reach and engage a wider range of people from these communities in conserving, monitoring and building awareness and advocating for red squirrels.

They will reach out to new audiences, listening to the broad spectrum of individuals and groups within these communities. They will plan and lead activities, using the red squirrel as a focus or 'hook', to increase connection to nature and motivation to take positive action.

They will feed back lessons learned to the other project officers and the partnerships group.

Main accountabilities and responsibilities:

- Identify and map priority audiences for mobilisation; talk, listen, and engage with audiences in the identified project area and partner organisations to build strong relationships and networks which catalyse positive action for Cumbria's Red Squirrels.
- Develop and safely deliver a range of community events, experiences, and informal learning sessions in line with the agreed activity plan, which is summarised as:
 1. Engage households to increase the number of residents supporting red squirrels in their gardens.
 2. Work with organisations that support people furthest from employment to Provide learning and skills opportunities
 3. Work with organisations on the cycle track to provide new opportunities for people to engage with nature
 4. Provide training for teachers and educators to build confidence in using the cycle loop and accessing nature experiences
- Champion our commitment to being fully inclusive, accessible, and reflective of Cumbria's diverse communities and putting this into practice at every opportunity to maximise the success of our community outreach activities.
- Support project communications including writing, news items and social media content (in line with the RSRN Communications Plan)
- Complete risk assessments and ensure health and safety procedures are met.
- Order resources, equipment and materials as needed.
- Contribute to Project Advisory Group, RSRN management team, partnership board and funder reports as required.
- Monitor expenditure budgets for the community Engagement activity in Cumberland and undertake regular reporting in line with the requirements of the funder (NLHF) and Cumbria Wildlife Trust.
- Work effectively with the wider project team and support the aims and ambitions of the project as a whole.

Other:

- Promote diversity, fairness, equality and inclusivity in all aspects of the Trust's work.
- Undertake relevant risk assessments and ensure that all activities are carried out safely in line with the Trust's Health & Safety Policy and Safeguarding Policy.
- Ensure maintenance of records of all community activities is in line with GDPR.
- Continue personal professional development and keep up-to-date with developments that are relevant to Cumbria Wildlife Trust and appropriate to the role. Take responsibility for own personal development.

Supporting the Trust:

- Engender and support a culture of membership recruitment and donor development with external contacts and within the team to promote income.
- Act as an ambassador for Cumbria Wildlife Trust: upholding and promoting the Trust's profile and reputation, and the highest professional levels of service to members and the public.
- All tasks and responsibilities to be carried out in accordance with the Trust's values, policies, procedures and legal requirements.
- Contribute to the reduction of the Trust's energy usage and environmental footprint and the delivery of the Trust's well-being and inclusion policies.
- Any other duties that may reasonably arise from time to time, commensurate with the grade of the post as reasonably requested by the line manager, Director or Chief Executive, where appropriate.

Date: June 2025

Person Specification

Post Title: RSRN Community Engagement Officer

1. Qualifications & Experience

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

		Essential	Desirable
1.	Experience working with land managers, contractors and community/volunteer groups.	•	
2.	Previous experience of advising landowners on conservation issues/practice.	•	
3.	Previous conservation fieldwork and/or research work.	•	
4.	Previous experience in project and financial reporting.	•	
5.	Previous experience in line management or mentoring/supervising others.	•	
6.	Demonstrable experience of project management, collation and analysis of data and production of accessible reports.	•	
7.	Experience of community engagement, including delivering community events, talks and training.	•	
8.	Previous experience of red squirrel conservation activities (e.g. survey techniques, grey squirrel control, identification).		•
9.	Familiarity with and experience of applying for government-funded land management/stewardship grants.		•
10.	Experience in drawing up conservation strategies or management plans.		•
11.	Experience of partnership working across practice-based or research institutions.		•
12.	Familiarity with deer and squirrel impact assessments (obligation for some grants).		•
13.	Experience of working on funded projects and writing reports, or providing monitoring information for funders.		•
14.	INNS or grey squirrel management qualification.		•
15.	Conservation or rural land management qualification.		•

2. Knowledge & Skills

The post holder will have the following knowledge and skills:

		Essential	Desirable
1.	Knowledge of and commitment to good practice in working with volunteers.	•	
2.	Knowledge of the issues and barriers to volunteering (particularly in West Coast communities) and potential solutions.	•	
3.	Proven ability to network and build effective relationships with a range of stakeholders from different backgrounds.	•	
4.	Ability to occasionally travel widely throughout northern England, including planned travel to remote rural locations at unsociable hours.	•	
5.	Excellent levels of written and spoken English, including experience of producing concise, engaging and focused reports, presentations, recommendations and/or grant applications.	•	
6.	Good working knowledge of word processing, spreadsheet and database software.	•	
7.	Competence with GIS mapping systems.	•	
8.	Understanding of the principles of red squirrel conservation and willing to promote and support all aspects (including control of non-native species).	•	
9.	Knowledge of and commitment to good practice in working with volunteers.	•	
10.	Knowledge of the issues and barriers to volunteering (particularly in West Coast communities) and potential solutions.	•	
11.	Detailed technical understanding of red squirrel conservation in the UK.	•	
12.	Experience with working with conservation volunteers and community groups.		•
13.	Used QGIS and/or ArcGIS.		•
14.	Understanding of the pathways to nature connectedness and the importance of increasing connection to nature for everyone.		•
15.	Detailed technical understanding of red squirrel conservation in the UK.		•

Person Specification

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3. Personal Qualities

The post holder should possess the following:

		Essential	Desirable
1.	Excellent communicator able to work effectively with a range of audiences	•	
2.	Excellent team player	•	
3.	Good networker	•	
4.	Flexible	•	
5.	Ability to work independently and as part of a team	•	
6.	Be self-motivated, a good organiser and skilled at delivering within agreed timescales	•	
7.	Positive attitude to work focused on solutions and making things happen	•	
8.	Full UK driving licence and access to a vehicle	•	