



Job Description

Job Title: Youth Action Officer

Salary Band: Grade 6

Weekly Hours: 35

Based At: Flexible: Based at Cumbria Wildlife Trust's head office at Plumgarth's, Kendal, LA8 8LX with potential for some Home Working

Reports To: Head of Community

Responsible for: Volunteers working with young people, young people directly worked with, staff on related projects, coordination of apprenticeships and placement students. Project line management and delegated budgets.

Delivering a range of activities to engage and empower young people to take action for wildlife.

Job Purpose:

This post is a key part of our *Wilder Cumbria* approach to inspire, involve and empower 1 in 4 local people to take positive, practical action for wildlife, the natural environment and people. *Wilder* is a growing national movement led by the Wildlife Trusts to help tip the scales back in nature's favour.

This is about place-making and improving the places people live, work and visit to create a local nature recovery network, in partnership with the Trust. Activities that engage a wider range of people in taking action for the natural, cultural and historic heritage in their neighbourhoods will be a priority.

Our Youth Action Officer is critical to the development and delivery of our *Wilder Cumbria* ambitions, strengthening our ability to support young people to develop an interest in the natural environment and empowering them to act on their concerns for its future.

You will coordinate and deliver an inspiring, effective and inclusive offer for young people (aged 11 – 30) that empowers them to take action for wildlife, as laid out in the People and Wildlife Strategy; as well as contribute to delivering wider engagement and outreach provision with the Trust.

You will ensure that we are consistently engaging young people in good quality regular activities, some of which are youth-led, that respond to their needs and aspirations. By coordinating our apprenticeships, student placements and work experience programmes, you will support young people to become the future generation of naturalists and environmentalists that Cumbria needs.

You will bring together young people from schools, youth groups and as individuals, facilitating their ideas and supporting them in environmental action projects in their communities. You will use your specialist knowledge to develop young people's environmental understanding, fostering an appreciation of nature and its importance, and help them learn practical skills in engagement, social action and campaigning.

Main Objectives

Inspire and strengthen connections to our natural world:

- Work with the Community Development Team and colleagues to implement Cumbria Wildlife Trust's **People and Wildlife Strategy**. Identify and map priority youth audiences for mobilisation; talk, listen and engage with local young people, partner organisations and their representatives across Cumbria to build strong relationships and networks which catalyse positive action for Cumbria's wildlife and its wild places.
- Identify opportunities for young people to represent their peers and have their voice, enthusiasm and concerns heard by diverse audiences. Support young people to lead campaigns for change by fostering links within their communities to help give their ideas additional reach and prominence.
- Deliver inspiring work experience programmes in the north and south of the county which give young people a solid introduction to the breadth of work undertaken by the Trust and career pathways into the environment sector.
- Coordinate our apprenticeship and student placement programmes, overseeing participants' development within the Trust, working with line managers, partner organisations and others as necessary.
- Oversee our Young Volunteering and Young Rangers programmes; working with colleagues, partners and local communities to expand these programmes, and facilitate additional training and opportunities for young people to participate in practical environmental conservation.
- 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 learning activities.
- Work closely with colleagues to develop and implement coherent and effective supporter journeys for participants which inspire and enable increased action for wildlife.

Mobilise and support self-sustaining community initiatives for wildlife:

- Assist in developing and testing behaviour change models for identified target audience. Guide the development and curation of a range of evidence-led and audience-appropriate toolkits, resources and training sessions to catalyse and support effective youth action.
- Work with the staff team to develop a portfolio of *innovative projects and programmes* to be delivered by, with and for young people, enabling and strengthening their motivation and ability to act for wildlife.
- Work with the Communications and Marketing Team to engage young people in our campaigns and to capture and share compelling case studies and stories of schools and communities successfully taking action.

Ensure our learning projects and programmes are sustainably funded:

- Monitor income and expenditure budgets for Youth activity (including externally funded projects), undertake regular reporting.
- Assist in developing youth engagement project proposals to attract financial support from funders, supporting the development of funding bid applications, building and maintaining strong funder relationships and fulfilling all monitoring and reporting obligations to a high standard.
- Assist in developing the Trust's chargeable outreach offers and ensure that, where appropriate, events and training courses generate an income at least equal to their costs.

Grow the impact of Wilder Cumbria strategically:

- Work with the Head of Community Development to provide expert guidance to colleagues and key partners to help embed the #WilderCumbria approach across CWT programmes and projects, ensuring aligned action to better support the strategic achievement of our community objectives.
- Keep up to date with developments that are relevant to your role and Cumbria Wildlife Trust. Proactively seek out and/or create training and development opportunities to continually build your talent and skills and those of the wider team.
- Support the Community Team purpose and ways of working.

Other

- Promote diversity, fairness, equality and inclusivity in all of aspects of the Trust's work.
- Undertake relevant risk assessments and ensure that all activities are carried out in a safe manner in line with the Trust's Health & Safety Policy and Safeguarding Policy.
- Ensure maintenance of records of all community activities are in line with GDPR.

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.
- 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: 1 December 2025

Person Specification

Role Title: Youth Action Officer

1. Qualifications & Experience

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

		Essential	Desirable
1	Educated to degree-level in a relevant subject or with substantial career experience.	•	
2	Minimum 2 year's experience in the youth or education sector gained via a recognised body in a professional or voluntary capacity.	•	
3	Experience of working with and leading volunteers.	•	
4	Good experience of related work in community organising and delivering mobilisation initiatives at a practical level.	•	
5	Creating and delivering a range of evidence-led and audience-appropriate toolkits, resources and training sessions to inspire and support effective community action.	•	
6	Managing and delivering projects (including responsibility for budgets).		•
7	Involvement in the preparation of funding bids.		•
8	Producing reports and fulfilling funder requirements.		•
9	Monitoring and evaluating programmes of engagement, community action or learning, then interpreting data and evidence to inform decision-making.		•
10	Outdoor first aid - minimum 16hrs (training provided).		•

2. Knowledge & Skills

The post holder will have the following knowledge and skills:

		Essential	Desirable
1	Demonstrable knowledge of local wildlife and good practical conservation skills.	•	
2	Strong understanding of the experiences, motivations and challenges affecting young people today.	•	
3	An excellent networker who can demonstrate an ability to build strong working relationships with colleagues and people / stakeholders from a wide range of backgrounds.	•	
4	Ability to communicate effectively, both verbally and in writing and via digital social media.	•	
5	Knowledge of legislative requirements related to the role including health and safety, risk assessments and safeguarding.	•	
6	Excellent IT, organisational and administrative skills.	•	
7	Full driving licence or ability to travel around Cumbria.	•	
8	Good understanding of issues relating to equality, diversity and inclusion and its importance.	•	
9	Good understanding of apprenticeships and work-based training schemes.		•
10	A strong understanding of different methods of community organising at a practical level.		•

3. Personal Qualities

The post holder should possess the following:

		Essential	Desirable
1	Ability to maintain high levels of enthusiasm and self-motivation and inspire/influence others.	•	
2	A team player who can work collaboratively across multiple teams, community groups and projects to co-create opportunities, offer expert guidance, share learnings and achieve results.	•	
3	Innovative and creative approach.	•	
4	A good listener, who demonstrates tact, diplomacy and integrity, can handle sometimes sensitive and confidential conversations, and inspire trust and action through community consultation.	•	
5	A self-disciplined approach to work and the ability to work independently as needed.	•	
6	Strongly motivated by CWT's mission and values.	•	
7	An interest in and commitment to wildlife and environmental issues.		•