

2022

Job Pack Communication Officer Where the Severn Smiles-Resilient Ecological Network Project

Dear applicant,

Thank you for your interest in this post

We are currently a year into our project and this position will require the successful candidate to build upon the great work that has already been started by the Open Newtown team and its partners. The ideal candidate will lead on this fantastic project for the next 18 months and to broaden the ability of candidates to apply for the post we are:

- Allowing secondments so that capable candidates and organisations can consider this role.
- Providing flexible working hours and working days to suit candidates.

Please find enclosed some background information and other details to help you decide whether to apply for the position, along with an application form on which to apply. In the interests of equality CVs will not be accepted. Applicants will be assessed on their ability to meet the criteria listed in the person specification below.

Enclosures

- Background information
- Job description
- Person specification
- Application form
- Equal opportunities monitoring form.

Applications can be submitted either by email to contact@opennewtown.org.uk or by post to the address below. The closing date is 5pm Thursday 24th July 2022

Open Newtown is the trading name of Going Green For a Living Community Land Trust Ltd.
Top Floor, No 9 Broad Street, Newtown, Powys SY16 2LU. Company Number 10976887

www.opennewtown.co.uk

Interviews will be held week commencing 1st August 2022 either on-line or in our Newtown Office. Please note that due to the expected volume of applications we regret that we cannot notify unsuccessful applicants.

If you wish to have an informal discussion about the post, please contact us on 01686 610777.

Yours faithfully,

Open Newtown

Background & About Us

Open Newtown is the public facing name of the *Going Green for a Living Community Land Trust Ltd*. Recently formed (2017), we are all about unlocking our green spaces to create opportunities for enterprise, activities, food, events, health & wellbeing, and energy projects whilst improving biodiversity.

Our starting point was the 2015 Community Led Action Plan drawn up by Newtown Unlimited who drew in 620 people offering 1,310 suggestions. Top of their list was Green Spaces, Environment and Energy; then came Getting Around and Making Available Industrial & Business Space. The priority of Green Spaces was picked up by our Town Council who had an opportunity to seek an asset transfer of the town's greens spaces. This they did but only alongside a Planning for Real exercise where 50 organisations were represented in a church hall where they worked at generating 220 flags in maps, each indicating a specific proposal for how the green spaces could be used.

So, in 2016 we had a mandate, a truly supportive Town Council and by 2018 140 acres of the town's green spaces under our stewardship (on a 99-year lease from the County Council and via the Town Council). This was Wales' largest community asset transfer of land and brought with it our initial £1.1million of inward investment courtesy of a Lottery Award.

Building on the towns green and blue assets Open Newtown has developed a range of sustainable development initiatives including:

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1. Urban Bike Park and paddle sport services. Supported by Sports Wales and the Town Council the construction on Trehafren Hill of an urban mountain bike trail and pump track. The river now has four new canoe access points to support access and enjoyment.
2. New Play Park. In partnership with the Town Council the construction of a new Town Centre playpark to form part of the gateway between the retail centre and the green spaces.
3. Riverside Venue is the flagship new community and visitor centre for the town. Relacing the dilapidated old Radio Hafren building it creates a new attraction for the town. Built to high sustainability standards it forms the gateway lining the commercial and green town centre facilities.
4. Low Carbon Transport work on two fronts:
 - a. In conjunction with communicates from Welshpool to Machynlleth we are setting up in 2021 electric vehicle car clubs to increase affordable access to transport services in our rural area.
 - b. In partnership with the County Council that will see us adding an Active Travel Bike Hub to our Riverside Venue gateway, enabling residents and visitors to better access the town and the region by bike.
5. Renewable Energy work looking to see how our town might better save energy and / or generate renewable energy, with projects emerging on housing retrofitting, biomass hub development and sustainable heat supply services to town centre buildings.

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About the Where the Severn Smiles project:

During 2020 Open Newtown coordinated a pilot project called Where the Severn Smiles. Whilst disrupted by Covid-19 it laid foundations of:

- A strong partnership of organisations in the area coming together to collaborate in a way that enables our natural resources to be linked to people's wellbeing.
- A way of working that supports not-for-profit organisations.

This partnership, led by Open Newtown, has now won a 27-month project to take the learning from the pilot and develop the partnerships and natural asset services into sustainable services, now forming a part of the green recovery for Wales' economy but with the real chance of positioning Newtown as a leading community in showcasing sustainable development. This Where the Severn Smiles initiative is described as:

Bringing together new nature-based partnerships at a replicable market town scale, engaging many more people & businesses (both urban & rural) in sustainably managing their natural resources alongside piloting new models of delivery. Placing young people and their role as 'ecological observers' at the evidence-based heart of the project, underpinning understanding and awareness. Marrying this with the piloting of viable long-term solutions for green prescribing and business wellbeing / resilience and beginning to pilot ecosystem service payments with landowners.

In a little more detail, there are five workstreams:

- **Workstream 1 – Wellbeing of People in Green Spaces** through developing a Green Prescribing Service. This is formed through a partnership of Montgomeryshire Wildlife Trust, Cultivate Cooperative and Oriel Davies Gallery and builds directly on the work of the 2020 pilot in delivering a programme of wellbeing sessions to tackle health issues.
- **Workstream 2 – Wellbeing and Resilience in Business** through Nature-Based Business Resilience. This is a new partnership between Circular Economy Mid-Wales, Ponthafren Association and Robert Owen Community Banking Fund collaborating to support the towns businesses

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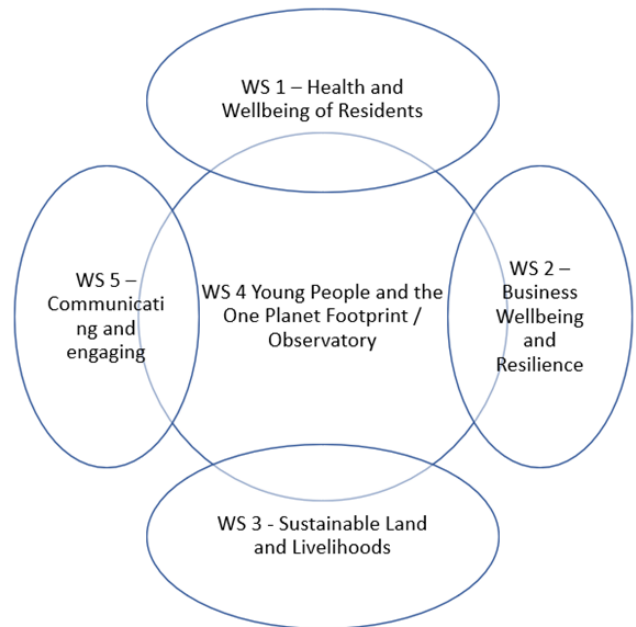
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to connect better to their environmental assets, shortening and greening supply chains, building increased resilience.

- **Workstream 3 – Sustainable Land and Livelihoods** around our town takes Open Newtown into the rural landscape around the market town with a partnership involving the Severn Rivers Trust and Robert Owen Community Banking Fund supporting farm-based work on sustainable land management and ecosystem service payment.

- **Workstream 4 – Young People leading One Planet Observatory** combines the direct employment of a youth worker within Open Newtown with the undertaking of a One Planet Audit for the town, setting a baseline for how we use our environmental assets.

- **Workstream 5 – Communicating and Events in natural resources** is a new investment for Open Newtown that will see us working on collaboration with Oriel Davies Gallery on supporting a series of town events and investing in a Communications Manager role to support the engagement of as wide an audience as possible.



Newtown, emerging as a sustainable economic driving force for Mid Wales.

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About the role

We are currently looking to recruit a positive, highly organised, motivated, and proactive Communication Officer, to oversee our Severn Smiles Project, and liaise with our small team of staff and volunteers: working with the board of directors and our project partners.

The successful candidate will:

- Have extensive previous experience of working in Social Media, in public relations and digital marketing.
- Be flexible, and adaptable with excellent time management & interpersonal skills.
- Work with our Enterprise Development officer in engaging with the local community through social media and helping to raise Open Newtown profile through the project.
- Have excellent attention to detail, be able to liaise with our various partners and support them in delivering specific targets of the project.
- Be calm and unflappable, with the ability to work on own initiative as well as a team player who can communicate with various people in varying circumstances.
- Have excellent communication skills and be able to confidently deliver regular updates to Board, Staff and Public when required to do so.
- Have a thorough understanding of the 3rd sector & social enterprises.
- Have experience of grant and trust funding applications & delivery.
- Ideally have knowledge and understanding of the Welsh Language, both spoken and written.
- Able to work independently and make decisions confidently.
- Be positive, have lots of initiative and a can-do attitude.

We are a small team and we really want someone who is prepared to get down to the job, learn fast, work hard, and that can cope with multiple distractions whilst always retaining a sense of proportion and good humour!

The role will be varied, with several projects being worked on at the same time. We need someone who is passionate about helping to run a smooth operation, providing support to our team, our partners, as well as our funders.

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Communication Officer

Responsible to: Project Director/ Enterprise Development officer.

Hours: 2 days per week

Location: Newtown

Salary: £28,000 pro rata (£14 per hr)

Duration: Fixed term until 31st June 2023

General information: Open Newtown is looking for an experienced Communications Officer to support our Project Manager to deliver and promote our “Where the Severn Smiles-Resilient Ecological Network Project”.

As our organisation expands, we need someone who can promote Open Newtown and its aims. Alongside interacting with the public and establishing productive and long-lasting relationships with both local businesses/individuals and other organisations. Experience in digital Marketing and excellent customer service is essential.

Job purpose:

- Primarily to excite, promote and inform the community, organisations and individuals, about the work of Open Newtown and its partners.
- To help the team to ensure Open Newtown communicates effectively with all Media outreach, social media and Website content and liaise with our partners where necessary.
- Ensure that all digital marketing content aligns with Open Newtown project objectives and values.
- Maintain records of media coverage and collate analytics and metrics for our funders.
- To deal with any negative feedback in a positive helpful manner that will promote Open Newtown’s overall image. To Listen to and to work with public to ensure concerns/queries can be aired and are dealt with in the best possible way.

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Responsibilities and key tasks:

- Be primarily responsible for managing all communications with Businesses, individuals, and partner organisations on this project.
- To meet and engage with the above to consult on and communicate and promote the work of Severn Smiles Project.
- To attend events and organize our own events that help to engage & inform the public of Severn Smiles Project's.
- To prepare regular press releases, newsletters & social media posts for sharing and disseminating information out to those with an interest in our activities.
- Ensuring our website is kept up to date along with the Administrator and Enterprise Development Officer.
- Work closely with the Project Manager to help manage relationships with partner organisations and businesses and help organise events to promote the work of the project.
- Create content and manage the social media feeds, with the support of the Office Administrator.
- Seek Opportunities to enhance the reputation of Open Newtown and coordinate publicity events as required.

General duties:

- Take responsibility for your own safety and ensure that your colleagues and visitors are not exposed to danger and are following Open Newtown Covid-19 working guidelines.
- Work effectively and considerately with the Board, your colleagues, and public to promote the aims and objectives of Open Newtown and present a positive image of Open Newtown to members and the public.
- Abide by the Open Newtown policies and endeavour to always follow good working practice.
- Undertake such other duties as may be reasonably requested by the Project Director.

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Further information:

Pension: Unless you opt out you will be automatically enrolled in our workplace scheme, contributions as set by the government, following successful completion of your 3-month probationary period.

Leave: 25 days annual leave pro rata plus bank holidays pro rata by arrangement.

Location: You will be mainly located in our central Newtown office. There may be some flexibility for occasional work at home. Events/community engagement work will take place in the Newtown area.

Hours: 2 days per week. To be worked flexibly but this will involve some evening and weekend work at times.

Contract: Fixed term until 31st June 2023. This post is funded through the Welsh Government.

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Person specification: Communication Officer

Essential	Desirable
1. Qualifications	
GCSE (or equivalent) Maths and English all above pass grade. Educated to degree level higher education in Media, P.R. Journalism, Digital Marketing.	
2. Practical experience	
A minimum of 2 years' experience in communications strategy development	Experience of working with a community / 3 rd sector project.
Previous experience of leading public consultations.	Experience and understanding of Newtown & the surrounding area.
Previous experience of organising and leading public events.	Experience in working in customer relations preferred.
Experience of print, digital and social media.	
3. Knowledge	
Knowledge of Digital Marketing tactics such as Search Engine Optimization and email marketing. Complete understanding of social media platforms.	Previous experience of working with funders such as Welsh Government, National Lottery etc.
An understanding of the organisations and key stakeholders that would be relevant to such a project as ours in Newtown.	Knowledge of the community development of green spaces.
	The ability to communicate in Welsh would be highly advantageous.

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4. Skills	
Excellent verbal, written and presentational communication skills.	Ability to maintain and work within budgets.
Excellent methodical and organisational skills, with the ability to work autonomously under pressure and to tight deadlines	
Website editing skills. Excellent interpersonal skills, with the ability to communicate effectively and clearly to several different groups and individuals.	
5. Personal attributes (all essential)	
Self-motivated, able to work unsupervised, take initiative, and meet deadlines.	
Ability to demonstrate a methodical, organised and flexible approach to work.	
Ability to work as part of a team and on own initiative.	
Able to show strong attention to detail.	

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OPEN NEWTOWN

Application Form



Position Applied For:

Full name

Home address

Telephone number(s) where we can contact you

Email address

Have you any criminal convictions? *If yes, please supply details under separate cover to the Project Director. This will not affect your application where not relevant to the job.*

References *Please give details of two referees who are willing to support your application. One of these should be your most recent employer.*

Full name

Address

Postcode

Telephone

Email

May the above person be approached before any interview?

How is this person known to you?

Full name

Address

Postcode

Telephone

Email

May the above person be approached before any interview?

How is this person known to you?

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Declaration *I understand that any false or misleading information given in this application may render my employment, if I am appointed, liable to termination. I declare that to the best of my knowledge the above information is correct.*

Signed

Date

If you return this form by email, it will be accepted as signed.

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3. Please give details of your knowledge, skills and experience relevant to this post *Please pay particular attention to this section as it tells us what makes you suitable for this job. Your application will be judged against the Person Specification. Please give evidence for each point on the Person Specification, being as specific as possible and supporting your answers with examples. Please also tell us why you wish to apply for this post. Continue a separate sheet if necessary.*

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4. Are there areas of responsibility in the job description for which you may require special training or induction?

5. Please give details of any workdays missed through illness in the past 12 months (completion of this question is optional)

6. Where did you see this post advertised?

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Closing date 5pm Thursday 24th July 2022 Interviews: Wk. Commencing 01/08/22

Please ensure this form is returned by the deadline to:

Email: admin@opennewtown.org.uk

Post: Open Newtown, 9 Broad Street, Newtown, Powys SY16 2LU

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Equal Opportunities Monitoring Form

Position Applied For:

Open Newtown (ON) is committed to equal opportunities. We aim to ensure that no job applicant or employee receives less favourable treatment on the grounds of sexuality, impairment, marital status, sex, age, race, religion, colour or nationality.

To help assist ON to improve employment practices, all applicants are asked to answer the following questions, voluntarily, by putting a tick in the appropriate box. This information, which will only be used for monitoring purposes, will be treated as confidential and **will be separated from your application form before candidates are shortlisted.**

- 1. Please tick the box corresponding to what you feel to be your Ethnic Group.** Note: Ethnic Group is not the same as 'nation of origin' or 'race', but is normally defined in relation to a people or culture with which a person, or their forebears, are most strongly identified.

- | | | |
|---|---|---|
| <input type="checkbox"/> Bangladeshi European | <input type="checkbox"/> Black African | <input type="checkbox"/> Black |
| <input type="checkbox"/> Black Caribbean | <input type="checkbox"/> Black Other | <input type="checkbox"/> Chinese |
| <input type="checkbox"/> Indian | <input type="checkbox"/> Pakistani | <input type="checkbox"/> White European |
| <input type="checkbox"/> White Other | <input type="checkbox"/> Other (please specify) | |

- 2. My sex is:** Female Male

- 3. Do you consider yourself disabled?** Yes No

- 4. Please state which age group you are in:**

- | | | | |
|----------------------------------|----------------------------------|--------------------------------------|----------------------------------|
| <input type="checkbox"/> 16 – 17 | <input type="checkbox"/> 18 – 25 | <input type="checkbox"/> 26 – 34 | <input type="checkbox"/> 35 – 44 |
| <input type="checkbox"/> 45 – 54 | <input type="checkbox"/> 55 – 64 | <input type="checkbox"/> 65 and over | |

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