



The
countryside
charity

Candidate Information Pack:

Digital and Engagement Manager

Closing date: Noon Monday 23 September 2019

Interviews: Wednesday 3 October 2019

This Candidate Information Pack includes:

- Background information about CPRE and the vacancy
- Outline terms and conditions of employment
- Job and person specification (separate document)
- Application form (separate document)

After reviewing this information, if you have any questions about the role or would like to discuss it further, please contact:

Name: Caroline Jenkins, Head of Brand, Communications and Engagement

Email: carolinej@cpre.org.uk

Direct line: 020 7981 2826

If you would like to apply for this post, please return your completed application form to jobs@cpre.org.uk. Please note that CVs will not be accepted. If you are shortlisted then we are likely to contact you by telephone no later than 3 October.

Regretfully, we will be unable to contact candidates who have not been shortlisted for interview. If you do not hear from us within two weeks of the closing date, please assume that your application has been unsuccessful. If that is the case, then we appreciate the effort you have made applying for this role.

Thank you for your interest in working for CPRE, the countryside charity.

Jenny Bulman, Operational Effectiveness Manager



The
countryside
charity

About CPRE, the countryside charity

CPRE is the countryside charity that campaigns to promote, enhance and protect the countryside for everyone's benefit, wherever they live.

With a local CPRE in every county, we work with communities, businesses and government to find positive and lasting ways to help the countryside thrive - today and for generations to come.

What we do

We connect people with the countryside so that everyone can benefit from and value it.

We promote rural life to ensure the countryside and its communities can thrive.

We empower communities to improve and protect their local environment.

Through all our work we look at the role of our countryside in tackling the **climate emergency**, including seeking ways to increase resilience and reduce impact.

Our vision (what we want to achieve):

A beautiful and thriving countryside that enriches all our lives.

Our mission (what we need to do to achieve our vision):

To promote, enhance and protect a thriving countryside for everyone's benefit.

Our values:

Open: We are inclusive and respectful of everybody, no matter who they are or where they live. Our countryside is for everyone and so are we.

Trusted: We value lasting and effective relationships. We invite and encourage collaboration to find what is best for the countryside we love.

Connected: We use evidence, knowledge and experience to influence positive change. Others believe what we say because they know we can back it up.

Inspirational: We bring ambition and determination to everything we do. We channel our passion to motivate others and encourage them to act.



The
countryside
charity

About the role

This is a great time to be joining CPRE as it rolls out its new brand and strategy for 2020-26. As part of a dynamic and creative team you'll be part of that launch and full of ideas to engage both our current supporters and attract new ones. You'll be able to use your experience of marketing and digital to the full as we create new multi-channel supporter journeys and ways of engaging new supporters as donors, volunteers and campaigners - and inspire new audiences to be part of our movement.

Additional Information

Videos:

[What we achieved in 2018](#)

[CPRE – standing up for your countryside](#)

[#OurGreenBelt](#) – The case for protecting Green Belt

Key publications:

[Save Our Soils](#) This new report from CPRE calls for a radical rethink of farming practices and soil management to help regenerate the soils that underpin our supply of food and environment.

[Your 2018](#) A thank you to our supporters for all they helped us achieve in 2018.

[Viable Villages](#) For decades, England hasn't built enough genuinely affordable homes in rural or urban areas. Our report shows how developers are exploiting a loophole to avoid building affordable homes.

Further reading:

[Our strategic plan for 2020 - 2026](#)

[Annual Review 2017-18](#)

[2026 - A Vision for the Countryside: Towards our Vision](#)



The
countryside
charity

Working for CPRE

Salary The starting salary will be circa £42,000. Please note that our salaries are externally benchmarked, although we do take into account the level of skills, experience and ability the successful candidate brings.

The pay structure is reviewed regularly to ensure that it remains market competitive.

Hours of work 35 hours per week. Normal office hours are 9am to 5pm with one hour (unpaid) for lunch every day. Around the core hours of 10am to 4.30pm staff can flex their start and finish times. Occasional evening and weekend work is required, time off in lieu is provided and, dependent on role, there may be travel around England.

Place of work Normal place of work is CPRE's national office, 5-11 Lavington Street, SE1 0NZ.

Working culture CPRE has an inclusive and friendly working culture.

We involve staff in setting the operational plan and have a weekly all-staff meeting where information is shared. Staff are set annual objectives and have a performance review each year with joint feedback with their manager on their achievements and performance in the role.

There is an all staff tea break every Wednesday afternoon with staff taking turns to bring in snacks and cakes.

Holidays 25 days per calendar year, increasing by one day per full year of service up to a maximum of 30 days. Paid leave is also given for public holidays and three 'privilege' days, which are normally taken between Christmas and New Year.

Probation The post will be subject to a six month probationary period. Probationary periods may be extended if further time is required.

Pension CPRE offers a group personal pension policy with Aviva. CPRE will contribute to this policy monthly at a rate of seven per cent of current salary. CPRE will start making contributions from the beginning of the third month immediately following the start date. Staff members make a personal monthly contribution of a minimum of one per cent of salary. This percentage contribution may increase in the future.



The
countryside
charity

- Life assurance CPRE has an employee life assurance policy, which covers all staff during their employment with CPRE. The policy covers four times annual salary in the event of death in service.
- Employee assistance CPRE subscribes to an employee assistance programme. Staff can access a free 24 hour confidential telephone counselling and advisory service. The service also provides confidential face-to-face counselling.
- Notice During the probationary period, one months' notice of termination of employment is required from employer or employee. After satisfactory completion of your probationary period, eight weeks' notice of termination of employment is required from employer or employee.
- Flexible working We have a flexible working policy with a number of staff working flexibly. Where flexible working requests are agreed by line managers, staff are able to alter their working hours or work from home on agreed days.