



The
countryside
charity

Job title Candidate Information Pack

Position: Digital Engagement Officer

Closing date: Midday on Tuesday 17 August

Interviews: 31 August to 2 September

This candidate information pack includes:

- Background information about CPRE, the countryside charity 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: Sam Butler, Head of Brand and Engagement
Email: samb@cpre.org.uk
Direct line: 07720 709694

If you'd 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're, shortlisted then we're likely to contact you by telephone no later than Friday 27 August.

Regretfully, we'll be unable to contact candidates who haven't been shortlisted for interview. If you don't hear from us within two weeks of the closing date, please assume that your application has been unsuccessful. If that's the case, then we appreciate the effort you've 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 use evidence, knowledge and experience to influence positive change. Others believe what we say because they know we can back it up.
Connected:	We value lasting and effective relationships. We invite and encourage collaboration to find what is best for the countryside we love.
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

In this role, you will be part of our Brand and Engagement team, helping to raise awareness of CPRE, the countryside charity, build our supporter base and deepen engagement with our existing supporters and members.

In this exciting role you will develop our social media channels, deliver engagement activities, to increase brand awareness, and reach out to existing as well as new and diverse audiences.

You will be working closely with colleagues across the organisation, in our fundraising team and our campaigns team in particular, to help optimise the digital aspects of our work.

You will be given the opportunity to work on and lead a range of different projects, including our annual Star Count engagement campaign, our membership acquisition activity, and campaigns such our recently launch hedgerows campaign

You will create and edit fresh content for social media channels, campaign landing pages and supporter emails and will be responsible for implementing new and engaging communications and marketing strategies that support our organisational objectives. You will monitor and report on the performance of these strategies, providing actionable insights and recommendations.

You will work alongside the Brand Marketing Lead to further the objectives of the Brand and Engagement team, report to your line manager and provide feedback to colleagues. Team working is essential to this role, but you will be able to work under your own initiative, with the support of your line manager.

The post is full-time role (35 hours a week) and is office-based (flexible working request will be considered) evening and/or weekend work will require some flexibility in working hours from time to time.

Additional useful information

Our vision: www.cpre.org.uk/about-us/who-we-are/our-vision/

Explore a summary of our strategy: www.cpre.org.uk/resources/our-strategic-plan/

Our network of local groups: www.cpre.org.uk/about-us/who-we-are/local-and-regional-groups/

What we achieved last year: <https://www.cpre.org.uk/news/2020-cpres-impact/>

Annual review 2019-2020: <https://www.cpre.org.uk/resources/our-year-a-review-of-2019-20/>

The areas that we're working on: www.cpre.org.uk/what-we-care-about/

What we say and do: www.cpre.org.uk/about-us/what-we-say-and-do/

Our history and achievements: <https://www.cpre.org.uk/about-us/who-we-are/our-achievements-and-history/>



Working for CPRE

Salary

The starting salary will be circa £31,500. 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 but the current pandemic means that staff members are working principally from their homes until 4 October, our return to the office date. We've reviewed our homeworking policy and from that date we anticipate a change in the overall mix of office and home working. The office location may change early in 2022, although it will remain in London.

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.

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.

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.



The
countryside
charity

**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 week's notice of termination of employment is required from employer or employee. After satisfactory completion of your probationary period, four 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.

May 2021