



Candidate Information Pack

Communications and Events Officer

Full Time - 5 days/35 hours a week

£29,500 - 32,500 p/a

Permanent Contract (with probationary period)

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For more information on the Community Land Trust Network visit

www.communitylandtrusts.org.uk

Background briefing

Why join us?

Would you like to join a dynamic organisation that is behind a growing movement of people building genuinely and permanently affordable homes? Will you enjoy working in a small, ambitious team and with partner organisations to boost the profile of community land trusts, and make our projects successful through effective communication and well planned events?

We are a virtual organisation, so the work will be remote (such as home-based) with a budget for equipment and a small budget towards hotdesking.

Community land trusts (CLTs) are a growing force for social good. They are set up and run by ordinary people to develop and manage affordable homes as well as shops, pubs and other assets that are important to that community.

Our mission is to make community ownership of land and affordable housing commonplace. Central to achieving that is our work to raise awareness of CLTs, give CLTs the skills to run successfully and to create a supportive national and local policy environment. This is where you come in. As the Communications and Events Officer you will play a key role in supporting the team on our core communications, campaigns and events activities to achieve our ambitious strategy.



About the Community Land Trust Network

Community Land Trusts – or CLTs – give ordinary people the means to steward land for local wellbeing, developing and managing affordable homes and other assets important to their local community. There are now over 350 CLTs which between them own more than 1,600 homes as well as shops, pubs, workspace, renewable energy and farmland. They range from small projects of a few homes to a forthcoming 500-home garden village and an occupied 600-home urban social housing estate.

The Community Land Trust Network was established in 2010. We are the national membership charity for CLTs in England and Wales and work with a network of 26 local enabling organisations and other national partners. We provide resources, training and advice for CLTs and work with national and local government, housing associations, developers, lenders and funders to establish the best conditions for CLTs to grow and flourish. In the short time that the Community Land Trust Network has been around it has achieved a significant amount and is known as one of the most effective lobbying organisations in Westminster.

Some of the notable achievements include:

- Taking a leading role in developing an effective and self-sustaining body of expertise in the wider industry to enable CLTs.
- Securing the Community Housing Fund from the government which has put £300m on the table for community led housing since 2016.
- Ensuring CLTs are able to protect their affordable homes with exemptions from the ban on ground rents, the voluntary right to buy and the right to shared ownership.
- Successfully delivering major grant-funded programmes worth in excess of £8 million to develop CLTs and the sector.

[Read more about the Network](#)



About the role

This is a varied and exciting role. The communications and events officer works with team members across the organisation, gets to know our work deeply and has the opportunity to travel to meet our inspiring CLT members. You will see the impact of your work on CLTs and their achievements locally.

You will create compelling content across a variety of mediums from blogs and newsletters to video interviews, creating lobbying and campaign materials for groups to use and ensuring our website showcases the best of what we do, and helps CLTs to succeed.

You'll also support the delivery of successful events that are highly valued by our members. At our last AGM, 100% of attendees said they would recommend attending to other members. You'll see wonderful people form connections, draw inspiration and go on to provide new homes that are really needed by their communities.

The challenges and opportunities for this role in the coming year include:

- Contributing to our new strategy which sees us targeting our communications more strategically through our varied membership base.
- Playing a key role in developing our monthly member-only webinar series and involved in delivering other events such as workshops and a national conference.

A full job description included further in the pack.

Terms and Conditions

- Permanent contract
- 5 days/35 hours a week
- £29,500 - £32,500 per annum depending on skills and experience.
- Location: remote/home working with regular (at least quarterly) in-person meetings in London with the rest of the team (expenses covered), and a budget of £500 pa for access to local hotdesking/coworking facilities.
- Holiday - 30 plus bank and public holidays
- Auto-enrollment pension scheme, CLTN will match pension contributions up to 8% of salary
- Individual training budget of £500/year
- Probation period of 6 months
- Notice - one week during probation, after probation, one month
- Travel in the UK may be involved, travel budget included
- Requests for flexible working will be considered

About you

We are looking for somebody who has a strong interest in the impacts of our work, and who can bring fresh thinking to our communications. It could be the right opportunity for a range of potential candidates. From wanting to develop your career in communications or events, to having a passion for housing or communities, or because you want more responsibility and the opportunity to work in a growing charity where you can use your initiative and develop your potential.

It is particularly for you if you: are a strong communicator, enjoy a variety of tasks and challenges, work well independently, are flexible, organised, and have a strong attention to detail. You will enjoy working in a very collaborative and small team, supporting colleagues' work by producing effective communications and events.

You will also ideally feel strongly about the importance of social justice and the difference that CLTs and community ownership can make.

Job description - Project Officer

Job title:	Communications and Events Officer
Grade:	Officer
Salary:	£29,500 - £32,500
Accountable to:	Campaigns and Business Development Manager
Accountable for:	N/A

Job purpose

To carry out a range of communication activities in support of the organisation's work, working with a wide range of external stakeholders including CLTs and project partners, and adapting work plans and approaches to meet the changing needs of the charity.

Principal accountabilities

1. Produce effective communication materials including website content, newsletters, leaflets, case studies and other publications in support of the charity's membership, policy advocacy, and market development strategies.
2. Organise events and webinars in support of the organisation's work, for example our monthly members-only webinar series, annual AGM and awards ceremony, workshops and other external events such as report launches.
3. Promoting the work of the charity through social media channels, primarily LinkedIn and Twitter.
4. Assisting the team with member engagement and support: responding to member enquiries, signposting to sources of support and running the annual member survey.
5. The Community Land Trust Network is a small and agile organisation and the postholder will be required to take on other responsibilities and duties in support of our work, as may reasonably be required.

Person specification

Technical skills/experience/qualifications

In addition to experience relevant to the principal accountabilities this role requires:

1. Well developed written and verbal communication skills, with experience of writing for external audiences and an ability to communicate with a variety of audiences including members of the public, professionals and politicians.
2. Skills and experience in organising events
3. Skills and experience in using marketing data from tools such as Google Analytics, Mailing Software such as MailChimp, DotMailer or SendInBlue and CRMs such as Salesforce will be useful in this role.

Key competencies

1. Flexibility and change - be responsive and open to changing priorities, work plans and the way that they work; adapt their work to meet the organisation's needs, and to suggest improvements to the way things are done.
2. Communicating and influencing - be able to communicate with clarity, conviction and enthusiasm, representing themselves and the organisation positively, and adapting their communication style and methods to the audience.
3. Planning and organising - be able to plan and prioritise their own work to meet the organisation's current objectives, to ensure they meet agreed deadlines, and to advise colleagues or managers where work may change or be delayed.

The Recruitment Process

Timetable

Application deadline	Midnight Wednesday 15th March 2023
Shortlisting	w/c 20th March
Panel interviews	29th and 30th March

Decision made & successful candidate notified	Early April
Desired start date	ASAP or May

To Apply

If you would like to apply for this role please:

1. Complete the Application Form available from our website, which comprises:
 - a. Personal details
 - b. Cover Letter outline: this comprises two questions, the answers to which form a covering letter. Please ensure these do not exceed two pages of A4 at no less than point 10 font.
 - c. Declaration
2. Complete the Equal Opportunities Monitoring Form (following the application form)
3. Attach a CV outlining your career to date, with any academic and professional qualifications.

Please send **your application form, cv and equal opportunities form**, to Rachel Chance at jobs@communitylandtrusts.org.uk by **Midnight Wednesday 15th March 2023**. Please state Communications and Events Officer as the subject. PDFs preferred format.

Information

If you require any further information or you would like to discuss anything in more detail, please email rachel@communitylandtrusts.org.uk to arrange a telephone appointment.