



The Severn Estuary near Slimbridge

CPRE Gloucestershire (Charity Number 248577) Appointment of County Director

CPRE Gloucestershire is seeking to appoint a dynamic individual, passionate about the countryside, to lead the work of the Branch into the future

About us

CPRE exists to promote and enhance the countryside and to protect it from unsustainable development and practices. We strive for a thriving countryside for everyone to enjoy – today and for generations to come.

We campaign for positive progress for the countryside that sustains us in every way. Its landscapes provide the food we eat and a haven for the nature and wildlife we love.

But the countryside is under threat and it doesn't stand still. It's always adapting and evolving. If it's going to thrive, it needs our help now. Change in our countryside is necessary, but for it to be positive it must meet the needs of both rural and urban communities.

At CPRE, because we collaborate with everyone from communities to business, government to landowners – both locally and nationally – we see the bigger picture. Which means that we can influence effective, balanced and lasting progress in the countryside, finding informed ways forward that enrich all our lives, wherever we live.

Our campaigning is evidence-based and reasoned, as well as passionate. We have a long track record of achievement and are experts in the planning system and in assessing landscape character, locally and nationally. We are independent and non-political, defending the countryside in the public interest.

About the Role

This is an exciting time to join CPRE. At national level, the Chief Executive, Crispin Truman is leading an organization-wide review of CPRE's purpose, mission, values and brand. A new strategic plan will be introduced in 2020 to take CPRE nationally to its Centenary in 2026.

The changes currently being made are all about helping CPRE to broaden its appeal to new audiences and supporters. We need to engage better with local communities and to articulate CPRE's purpose in a positive, solution-focused way which successfully makes the case for the enhancement, promotion and protection of our countryside. Locally and nationally, the goal is to increase impact, reverse membership decline, increase and diversify income, and help grow both the numbers of volunteers and more general support for this cause.

You would be joining a volunteer management team that currently comprises the Chair, two Vice-Chairs, a Treasurer, Secretary and Membership Secretary, all of whom are CPRE Gloucestershire Trustees.. Much of the campaigning work is carried out by our seven Districts which each has its own Chair and Committee. The work of the Branch currently relies largely on volunteers who form a strong and happy team working across the County.

The Branch has a modest budget and a small office which is currently based in Community House close to the Cathedral in the centre of Gloucester. The Director will be supported by an administrative assistant. This post is currently vacant and will not be filled until the new Director has had an opportunity to consider the scope and nature of the role.

Responsibilities

Reporting to the Chair, the Director is the lead officer for the Branch, answerable to the trustees for helping to create and implement the Branch Strategy and Plan. Working with the trustees, they will be an ambassador for the Branch and represent it externally as appropriate.

This is a newly defined role and the Director will have an opportunity to shape the role and the future staffing of the Branch.

Essential aspects will include:

- Together with the trustees, representing the Branch externally especially with partner organisations, the wider CPRE network and CPRE National Office

- Raising the profile of the Branch thereby increasing membership, support and funding
- Working constructively with CPRE's Districts to ensure effective collaboration and maximum impact of the Branch as a whole
- Overseeing the communications and marketing function
- Managing the Branch finances, reporting to the Branch Treasurer
- Ensuring the preparation of meeting documents, in collaboration with the Branch Secretary and Chair
- Managing other Branch staff and work by contractors and consultants
- Overseeing the preparation of Branch publications
- Working with volunteers throughout the Branch and encouraging volunteering more generally.

Person Specification

We are seeking to appoint a dynamic individual to lead the work of the Branch into the future. The person appointed will be passionate about CPRE's mission to *promote, enhance and protect a thriving countryside*. The role requires a pro-active approach, seeing where the resources of the Branch can most fruitfully be directed and responding to new challenges as they occur, both nationally and locally whilst working to implement the Branch Plan.

You will be a creative self-starter, good at networking and able to work without supervision leading a small team and working with committed trustees, volunteers and consultants. You will be willing to work flexibly and independently, with occasional out of hours working.

An understanding of and experience in campaigning and/or fund-raising would be very desirable. Most important is good judgement; the ability to be self-starting; to work independently when necessary; a creative approach and the ability to inspire confidence and enthusiasm in others.

We are looking for candidates with the following attributes:

Essential:

- Experience of working independently
- Evidence of commitment to the countryside
- Ability to network and build relationships
- A working familiarity with social media and IT systems
- Good oral and written communication
- Proven ability to manage a small group of staff.

Desirable

- Experience of fund-raising
- A background in a related organisation
- Experience of working with volunteers
- A working knowledge of the planning system.

The Post

This is a part-time role and will be for 20 hours a week in the first instance. It will be based at the Branch Office in Gloucester but offers the opportunity to work occasionally from home on a mutually-agreed basis.

The appointment will be for an initial period of three years, subject to annual review. There will be a six-month probationary period.

Remuneration will be in the range £35k-40k per year pro rata depending on experience.

Recruitment Process

The closing date for applications is 28th June 2019. Interviews will be held in Gloucester at Community House in the Cathedral Precinct on Monday 22nd July and the morning of Tuesday 23rd July 2019.

How to apply

To apply please:

- Submit a CV and covering letter which addresses the essential criteria in the Person Specification using examples from your previous experience.
- Include your reasons and motivations for applying for this role
- Provide contact details, including your mobile phone number and your e-mail address.

If you would like an informal conversation the Chair, Professor Patricia Broadfoot CBE she will be delighted to speak with anyone interested in the role. Please contact patricia.broadfoot@gmail.com or 07771 996495

Applications can be sent either by email to the David Brooke, Acting-Director, at david.brooke@cpre.org.uk or by post to CPRE Gloucestershire, Community House, 15 College Green, Gloucester, GL1 2LZ.

More about CPRE

CPRE is a membership organisation made up of a national charity and a network of 41 separately registered county-based charities. The national charity, based in London, has about 50 members of staff. The county-based charities vary considerably in size and strength and are largely volunteer-run, although many, like the Gloucestershire Branch, do have some paid staff. Our members are united in their love for England's landscapes and rural communities and stand up for the countryside so it can continue to sustain, enchant and inspire future generations.

For further information please visit the national CPRE website www.cpre.org.uk and the CPRE Gloucestershire website www.cpreglos.org.uk

Cotswolds AONB – Walking the Cotswolds Way



Photo: Cotswolds Conservation Board



Photo: Rob Colley

Forest of Dean



Wye Valley AONB

