



The countryside charity Gloucestershire

**CPRE Gloucestershire (Charity Number 248577)
County Director**

CPRE Gloucestershire seeks to appoint a dynamic individual to lead its work to enhance and protect the Gloucestershire countryside

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, to ensure its sustainability. It is so important for our health and wellbeing, providing the food we eat and as a haven both for us and for the nature and wildlife we love.

But the countryside is under threat as it evolves. Change in our countryside is inevitable, and necessary to meet the needs of both rural and urban communities, but if it's going to thrive and survive, it needs our help now.

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 ways forward to 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, following an organization-wide review of CPRE's purpose, mission, values and brand, a new strategic plan was introduced in 2020 to take CPRE to its Centenary in 2026. And with a CPRE in every county, this plan is now being rolled out nationwide, including in Gloucestershire.

The changes are all about increasing CPRE's appeal to new audiences so that we broaden support for our vital work. We need to engage better with local communities and to articulate CPRE's purpose in a positive, solution-focused way, making the case for the enhancement, promotion and protection of our countryside. Locally and nationally, the goal is to increase impact, increase membership, increase and diversify income, and help grow both the numbers of volunteers and more general support for the CPRE cause.

The Director is key to the success of this work and is supported by a part-time Marketing and Communications Officer and an Administrative Assistant.

It is a broad and varied role, requiring a pro-active approach, identifying where resources can most fruitfully be directed and responding to new challenges as they occur, both nationally and locally whilst working to implement a Business Plan.

You would be joining a management team that comprises the Chair, two Vice-Chairs and a Treasurer, supported by an active group of trustees with whom you would be working.

Much of the campaigning is carried out by our six Districts which each have their own Chair and Committee. CPRE Gloucestershire relies hugely on these volunteers who form a strong and happy team working across the County.

We have a modest budget and a small office which is currently based in Community House close to the Cathedral in the centre of Gloucester.

Responsibilities

Reporting to the Chair, the Director is the lead officer for CPRE Gloucestershire.

Guided by a Business Plan agreed annually with the Trustees, the Director is responsible for the day to day running of the organisation, for the operational plans and for their effective delivery, which includes raising funds.

As a member of the management team, a team leader and an ambassador for CPRE, excellent communication and interpersonal skills are required. You will also need to be comfortable working with a range of stakeholders from council leaders to volunteers, CPRE members and the public.

Responsibilities include:

- Representing CPRE Gloucestershire externally e.g. with partner organisations
- Planning and managing a programme of activities, including events
- Raising our profile with a view to increasing membership, support and funding
- Building partnerships with local relevant organisations
- Leading on income generation, including developing a Fundraising Plan to an agreed target and identifying suitable fundraising opportunities and applications
- Working constructively with CPRE's Districts to ensure effective collaboration
- Overseeing the communications and marketing function, including publications, and managing the Administrator
- Managing the budget and finances, reporting to the Treasurer
- Preparing meeting documents, in collaboration with the Chair and Vice-chairs
- Managing work by contractors and consultants
- Working with volunteers and encouraging volunteering more generally.

Person Specification

We are seeking to appoint a dynamic individual to lead our work into the future. Someone who shares CPRE's mission to *promote, enhance and protect a thriving countryside*.

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 is important. Also, good judgement; the ability to be self-starting; to manage a full and varied programme, judging where resource is best allocated; and the ability to motivate, and inspire confidence and enthusiasm in others.

Essential attributes:

- Experience of campaigning and/or fundraising
- Used to working independently
- Experience of devising strategic and operational plans
- Highly organized; able to balance multiple priorities and manage time effectively
- Evidence of commitment to the countryside
- Ability to network and build relationships
- A working familiarity with social media and IT systems (including CRM)
- Good oral and written communication skills
- Proven ability to manage a small team of staff
- Financial acumen

Desirable

- An empathy with and understanding of the issues CPRE is tackling
- Experience of a membership organisation
- A background in a related organisation
- Experience of working with volunteers
- A working knowledge of the UK planning system

The Post

The post is offered on the basis of a full-time appointment for a 35 hour week but with the possibility of working part-time 3-4 days a week. Your salary would be £35,000 to £40,000 per year pro rata depending on experience. You would be based at Community House, with the option to work partially from home on a mutually agreed basis.

Recruitment Process

The closing date for applications is 17 January 2022. Interviews will be held in Gloucester at Community House.

How to apply

Applications please to David Brooke, Vice Chair, by email

Email: info@cpreglos.org.uk

- 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 and e-mail

If you would like an informal conversation, the Chair, Professor Patricia Broadfoot CBE, will be delighted to speak with anyone interested in the role. Patricia can be contacted at chair@cpreglos.org.uk

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 CPRE Gloucestershire, 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



Photo: Cotswolds Conservation Board
Cotswolds AONB – Walking the Cotswolds Way



Photo: Rob Colley

Forest of Dean



Photo: Richard Lloyd

Wye Valley AONB