



The countryside charity Gloucestershire

CPRE Gloucestershire (Charity Number 1187143) County Director

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. 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. The pressure on our Countryside is as high as it has ever been from housing. There are big issues that need to be addressed such as the use of land for renewable energy rather than food. We need to broaden 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, sustainability, promotion and protection of our countryside.

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 the Business Plan. A key focus will be to raise income from grants, events and donations to ensure the long-term financial sustainability of the Charity.

You will be supported by an experienced and knowledgeable Board of Trustees and volunteers in six Districts around Gloucestershire. The work of CPRE Gloucestershire relies largely 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 center 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. A significant part of the role will be to raise income for the Charity.

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, members and the public.

Responsibilities include:

- Leading on income generation to ensure the long-term financial sustainability of the Charity. This will include developing an income strategy and fundraising plan to meet the agreed financial targets.
- Managing employees and, where appropriate volunteers, to deliver the projects and business plan.
- Planning and managing a programme of activities, including events and campaigns.
- Raising our profile with a view to increasing membership, support and funding.
- Overseeing the communications plan including the media, social media and printed publications.
- Representing CPRE Gloucestershire externally e.g., with partner organisations.
- Working constructively with CPRE Gloucestershire's Districts to ensure effective collaboration.
- Managing the budget and finances with the Honorary Treasurer

- Preparation of meeting documents, in collaboration with the Chair and Vice-chairs
- Managing work by contractors, consultants and volunteers and encourage volunteering more generally.

Person Specification

We are seeking to appoint a dynamic individual to lead our work into the future. 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.

Previous experience in a business role or fundraising role is essential. You will need to show good judgement, the ability to be self-starting, to manage a full and varied programme with the ability to motivate and inspire confidence and enthusiasm in others. You should also share CPRE's mission to *promote, enhance and protect a thriving countryside*.

Essential attributes

- Prior experience in a business or fundraising role
- Used to working independently
- Experience of devising strategic and operational plans
- Highly organized; able to balance multiple priorities and manage time effectively
- 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 team of staff
- A commitment to the countryside

Desirable

- An empathy with and understanding of the issues CPRE is facing
- Experience of campaigning
- Experience of a membership organization
- Experience of working in a charity
- Experience of working with volunteers

The Post

This is a full-time role, but we will consider a part-time Director for someone with the relevant skills. It will be based at the County Office in Gloucester, with the option to work partially from home on a mutually agreed basis.

Remuneration will be c. £40,000 per year including pension and 25 days holiday (pro-rata for part-time).

Recruitment Process

The closing date for applications is 31st July 2023. Interviews will be held in Gloucester at Community House in the Cathedral Precinct on Wednesday 16th August 2023.

How to apply

Applications must be made comms@cpreglos.org.uk. Please submit a CV and covering letter which addresses the essential criteria in the Person Specification using examples from your previous experience and include your reasons and motivations for applying for this role.

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