



ramblers
at the heart of walking

Engagement Officer – Paths to Wellbeing



This post is fully funded through the Welsh Government Rural Communities - Rural Development Programme 2014-2020, which is funded by the Welsh Government and the European Union.

Welsh

"Arienniry swydd hon yn rhannol drwy Gymunedau Gwledig Llywodraeth Cymru - Rhaglen Datblygu Gwledig Cymru 2014-2020 a gyllidwyd gan Lywodraeth Cymru a'r Undeb Ewropeaidd."

JOB PACK



ramblers
at the heart of walking

INFORMATION FOR APPLICANTS:

What we do

The Ramblers open the way for everyone to enjoy the simple pleasures of walking. And we step up to protect the places we all love to wander.

When you join the Ramblers team, you're joining a talented, dedicated group of people with a passion for walking and the outdoors. Every one of us has a commitment and resilience to bring ambitious plans to life and a huge appreciation for the volunteers, members and supporters who help us make it happen.

Since 1935, we've been doing everything we can to make sure everyone everywhere can enjoy nature on foot. Today we're Britain's biggest and most vibrant walking community too.

We lead the way, and the walks, for a community of 100,000 walkers. And we help thousands more every year find their feet out in the open to boost their wellbeing naturally.

The Ramblers is a charity dedicated to removing barriers so everyone can enjoy walking in green spaces and to preserving and improving over 180,000 miles of well-loved paths, tracks and trails across England, Scotland, and Wales. We're committed to campaigning to keep our countryside open to all and to fighting for the things that matter most to walkers.

Our successes

We fought to establish National Parks and National Trails – and we won. And we successfully campaigned for everyone to enjoy Britain's coastline on foot. We've helped open up vast swathes of the British countryside which was out of bounds, and we made sure laws were amended and added to keep it that way.

Our future focus

There's still more to do. So, we continue to secure support from government and help construct national and local policies and programmes to build a future fit for everyone everywhere to walk outdoors. We keep on engaging communities and organisations across England, Scotland, and Wales to help us achieve our ambitions. And we're opening up a world of walking opportunities for even more people. You can read our vision and strategic framework [here](#).

Together, we achieve much more.

While we're a small staff team, we achieve big things with the help of people who believe in our cause, like our members, volunteers, campaigners, funders, and partners. Together, we've already achieved significant success and we have ambitious plans for the future.

How we are run

As a charity, the Ramblers is governed by a board of trustees which comprises up to 15 members. Collectively the trustees are responsible for strategic oversight of the organisation and ensuring that our range of activities support our charitable purposes.

In addition to local Groups and regional Areas across Great Britain, under our devolution agreements, substantial authority is devolved to Ramblers Scotland and Ramblers Cymru.

Volunteers

Volunteers are our driving force. Without their hard work and dedication, we simply wouldn't exist. Some 22,000 people generously give their time come rain or shine, to make a difference to the things that matter most to walkers.

The team

The Ramblers has a staff team of around 100 people based at home or who work from our offices in London, Edinburgh, and Cardiff. As well as staff with specific roles in Scotland and Wales, we have six main departments.

The Chief Executive Office provides overall leadership to the organisation, leads the people function and supports the trustees, manages the charity day-to-day and makes sure it's governed effectively.

The Advocacy and Engagement team lobbies and advocates on behalf of walkers, campaigns to bring about change and is responsible for the Ramblers brand and external communications channels to raise our public profile.

The Operations and Volunteering team helps more people get out walking more often through member and non-member products and services such as group walks, self-guided routes, and path maintenance activities. It manages and supports our volunteers across the organisation too.

The Membership and Fundraising team work to deliver long-term, sustainable income and growth to deliver our mission. They form and nurture valuable partnerships with Ramblers members, individual supporters, corporates, trusts, statutory bodies and manage our society lottery.

The Finance, Performance and Impact team drives better ways of working through providing financial support, designing, developing, and deploying data and digital solutions, and it manages every aspect of our IT.

Job Description

Job Profile Title: Paths to Wellbeing Engagement Officer	Responsible to: Ramblers Cymru Communications and Engagement Manager
Department: Wales	Responsible for: N/A
Contract: Fixed term to May 2023	Hours: Part-time 28 per week
Band: 3 £19,500 - £24,000 per annum (FTE)	Location: Wales Office based and flexible home working role
<p>Purpose of Role: To support and promote Ramblers Cymru pan Wales Paths to Wellbeing project. The project will facilitate community volunteering to enhance local green spaces, nature, and access in partnership with local authorities, environmental NGOs, and local communities in line with the strategic plans and objectives of the partners and Ramblers Cymru.</p>	
<p>Key Responsibilities:</p> <ul style="list-style-type: none"> • Be the point of contact for all project enquiries • Support project goals, including message development, social media content creation and media outreach • Support the creation of public relations materials that increase the projects visibility among the public & stakeholders • Build and maintain relationships with journalists, bloggers, grantees and customer audiences that will help advance the projects work • Identify target audiences and support the creation of strategies to effectively engage them in the project • Collaborate with internal teams to promote the project • Support the development and deliver a volunteer recruitment campaign with partners • Work closely with project officers to develop case studies & stories • Support development of an effective communications strategy based on the target audience. • To undertake such other duties as may be reasonably required of the post holder by the Ramblers. <p>Decision-making:</p> <ul style="list-style-type: none"> • Work within funders communication guidelines • Work within Ramblers policies • All communications must follow the minimum welsh language requirements <p>Resources:</p> <ul style="list-style-type: none"> • Work within an agreed budget and reforecast within funders guidelines • Identify key suppliers to support the 2-year delivery plan • Allocate budget across engagement and communication needs of the project and monitor <p>Qualification:</p> <ul style="list-style-type: none"> • No formal qualification but must have experience of media & storytelling abilities <p>Accountability & analysis:</p> <ul style="list-style-type: none"> • Work with partners to develop briefings in line with al stakeholder needs • Create a comms forum group to support the promotion of the project 	
Required skills and experience:	

- Communication: excellent communication skills are a must, both verbally and in writing, including strong decision-making capabilities
- Organisation skills: ability to balance multiple demands and meet deadlines
- Ability to work with a range of stakeholders
- Write, edit, and distribute content, including publications, press releases, website content, annual reports, speeches, and other marketing material that communicates the organisation's activities.
- Respond to media inquiries, arrange interviews, and act as a spokesperson for the project.
- Experience to establish and maintain effective relationships with journalists.
- Proficient in Microsoft Office, content management systems, and social media platforms.
- Experience of coordinating publicity events as required.
- Maintain records of media coverage and collate analytics and metrics.

Desirable skills and experience:

- Knowledge and communicate both written and verbally in Welsh
- Good understanding of design and publishing software.
- Experience of creating video content for social media channels
- 2+ years prior experience in a communications or marketing role

Our Volunteers:

Ramblers is a member-led organisation, with the majority of work led by our volunteers. Staff are expected to work closely with volunteers and to manage relationships with function specific volunteers. For example, campaign staff work with campaigning volunteers, finance staff work with finance volunteers, walking operations staff work with walk leader volunteers etc.

The details contained in the job description, particularly the key responsibilities, reflect the content of the job at the date the document was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost, and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, Ramblers will expect to revise this job description from time to time.

Terms of Appointment

Salary	The salary range for this role is £19,500 - £24,000 per annum (FTE)
Location	This role will be based at our office in Wales. (All staff are currently homeworking due to the pandemic and we are committed to flexible working in the future)
Pension	We offer a contributory pension scheme
Annual leave	25 days annual leave, plus bank holidays and additional office closure at Christmas
Working hours	28 hours per week, including flexibility according to individual circumstances.
Additional benefits	Season ticket loan; Access to Perkbox – includes 200 exclusive perks and benefits; Employee Assistance Programme and online GP access.

Candidate Application Information

Send us your **CV** and a **cover letter** summary of why you think you have the skills and experience for this role to recruitment@ramblers.org.uk by **Monday 7th June 2021**

We will review all applications and confirm by email whether we are going to be taking you through to interview stage. Please note we anticipate* that the interviews will take place between the following dates: **Interviews – 11th June 2021**

Equal Opportunities

The Ramblers welcome all sections of the community to work with us to achieve our vision. All applicants will have fair and equal access to recruitment and selection opportunities based solely on their abilities.

If you have a disability, which you would like us to consider, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

Guidance for CV and cover letter submission

Please send an up to date relevant CV including contact details of two referees. Note: - we will only take up references after we make a conditional job offer.

Providing a covering letter is the most important part of your application. It should be used to tell us how you think you meet the selection criteria listed on the knowledge, skills, and expertise section of the job description. Draw particular attention to experience, skills, achievements, and knowledge gained in past employment or other activities which are relevant to the job.

Please also complete our Equal Opportunities Monitoring form by downloading from the jobs section of our web page <http://www.ramblers.org.uk/jobs.aspx>

It is our intention to appoint the best candidate for every vacancy in accordance with our Equal Opportunities Policy. To do this fairly, within the overall recruitment process at stages throughout the process we will need all candidates to provide relevant information about themselves. This information should be based on the criteria listed in the enclosed person specification and which are regarded as essential to the job.

We regret that we are unable to acknowledge receipt of applications, but contact HR team on recruitment@ramblers.org.uk if you want to check your application has been received. If you do not hear from us within four weeks of the closing date, please assume that you have not been shortlisted.