



JOB DESCRIPTION: Avalon Marshes Engagement Officer

Somerset Wildlife Trust is a local independent charity focused on improving the natural environment of Somerset for the benefit of wildlife and people. We champion Somerset's stunning, diverse, and important natural environment, making the case for nature to the public and politicians. We protect wildlife and lead the recovery of the environment by example, including on our nature reserves.

Somerset Wildlife Trust is one of 46 Wildlife Trusts across Britain which together with the *Royal Society of Wildlife Trusts* collectively form *The Wildlife Trusts*. We are the biggest charity movement in the UK working solely for nature and we believe that restoring nature on a landscape scale is essential for tackling climate change and biodiversity loss.

Our Vision

To deliver a Somerset wide nature recovery network creating more space for wildlife, benefiting everyone, and playing its part in helping us reverse biodiversity loss and tackle the climate crisis.

Our Mission

To champion the change needed to rebalance our relationship with wildlife and the natural world.

Our Goals for 2030:

1. To ensure that nature is improving across the county, supported by restored natural processes, and is connected and protected through a Nature Recovery Network, with at least 30% of land and sea managed positively for nature.
2. For nature to be valued and protected by everyone, building a movement with at least 1 in 4 people taking action for nature's recovery across Somerset.
3. By 2030 to tell the story of nature's recovery in Somerset through a shared, live online State of Nature tool that monitors progress and informs action.

Avalon Marshes Wetland Wonderland

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The Avalon Marshes is one of the largest & most important wetland areas in the UK, home to a range of wildfowl, waders, rare insects, plants & reptiles & threatened native species. This vital landscape is at risk from fluctuating water levels, agri-environment transition & habitat fragmentation. Covid-19 has resulted in habitat management delays, as well as seeing a huge increase in visitor numbers which our current infrastructure cannot accommodate.

At the heart of this landscape is the Avalon Marshes Landscape Partnership, consisting of Natural England, the RSPB, Hawk and Owl Trust, Somerset Wildlife Trust, South West Heritage Trust and the Environment Agency. Together the partnership are working towards a joint vision by which communities, landowners and businesses work together to manage the land

to achieve a thriving, nature-rich wetland landscape which is resilient and able to adapt to climate change, and providing significant income to the local and county economies through regenerative agriculture and eco-tourism.

Our project will further enable this vision by:

- Direct delivery on three existing sites, Somerset Wildlife Trust's Westhay Moor National Nature Reserve (NNR) and Honeygar Farm (a former dairy unit) and RSPB's Ham Wall NNR. Across these sites we will work to improve water quality, enhance passage for eels & fish, create a new hide and island habitats at Westhay, and begin restoration of Honeygar. This will help us to create bigger, better & more joined up habitats.
- Reaching out to new audiences, developing our offer and encouraging visitors from local urban areas & removing physical barriers with virtual engagement tools, as well as increased and improved signage, guidance, trails, & events.
- Co-ordinate a consultant led Community Renewal Funded Project producing an Avalon Marshes (AM) Feasibility Study and Roadmap: a detailed feasibility study and options appraisal of tourism needs in the Avalon Marshes to create a 'masterplan' for future development of the visitor economy, balancing growth with environmental sustainability.

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| Job Title | Avalon Marshes Engagement Officer |
| Grade | Specialist Level 2 |
| Reports To | Avalon Marshes Project Manager |
| Responsible for | Volunteers |
| Team | Avalon Marshes in Nature Recovery Team |
| Job Purpose | <p>This is a new post, part of a new team, created for the Green Recovery Challenge Fund supported Avalon Marshes Wetland Wonderland project. The post is hosted by Somerset Wildlife Trust on behalf of the project partnership.</p> <p>This post will work with existing Avalon Marshes staff and the new team to expand & develop immersive engagement experiences that connect people with the landscape and inspire them to take action.</p> <p>The post will focus on enabling local communities to learn about and appreciate the natural landscape of the Avalon Marshes and will design and deliver supporter journeys for new and regular visitors to the reserves and online, focusing on removing barriers to a connection with nature.</p> <p>Through developing and delivering an outreach programme for urban audiences, with a particular focus on families, in Bridgwater, Glastonbury, Highbridge and surrounding areas, the postholder will engage new groups with the Avalon Marshes and support them to understand and orientate themselves in the reserves when visiting through tours, self-guided walks and events. The postholder will support visitors to enjoy and appreciate the wellbeing benefits nature brings.</p> |

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| | <p>This is a challenging role working with multiple groups, partners and stakeholders. The postholder will need excellent communication, networking and engagement skills, and a passion to achieve more for nature.</p> <p>This is a fixed term appointment until March 2023.</p> |
| Position | <p>4 or 5 days a week.</p> <p>Based at Avalon Marshes Centre but with significant time spent on site and on outreach within local communities. Some opportunities for home working when not delivering on site. Evening and weekend work may be required and we operate a Time Off in Lieu system.</p> |
| Working Relationships | <p>Internal (SWT):</p> <p>Key relationships: Avalon Marshes GRCF Team, Avalon Marshes Visitor Experience Officer, Nature Recovery Team, Communications Team, Engagement Team, Nature Reserves Team, Finance Team, Fundraising Team</p> <p>Relationships with: All staff, Trustees and volunteers</p> |
| | <p>External:</p> <p>Key relationships: RSPB engagement team, Natural England, project steering group, organisations, schools and groups in Glastonbury, Highbridge and Bridgwater, visitors to nature reserves, Parish Councils, members and supporters, suppliers and contractors.</p> |
| <p><u>Job Description</u></p> <p>Key responsibilities</p> <p>Working with the Avalon Marshes partners and project team to complement existing delivery this post will:</p> <ul style="list-style-type: none"> • Develop and deliver an engaging and inspiring programme of activities that works with the five pathways to nature connection for the general public, families and local communities on our Avalon Marshes nature reserves, including Westhay Moor, Catcott and Honeygar Farm • Run an outreach programme in local communities, including Glastonbury, Bridgwater and Highbridge and Burnham-on-Sea to support nature connection and a sense of value in their local wildlife, encouraging them to access our reserves and to take personal action to support nature's recovery • Work with local schools to enable them to access our sites, learn about the wildlife on their doorstep and connect with nature • Work with groups experiencing reduced wellbeing to help them connect with nature for the benefits it brings • Examine barriers to engagement and access and work to remove them so that our sites are as inclusive and welcoming as possible • Develop printed and online content to support engagement both on site and virtually • Work with partners and the Avalon Marshes team to develop supporter journeys for new and existing audiences to engage them with, help them understand, value and take action to protect nature • With Somerset Environmental Records Centre and Avalon Marshes partners develop and deliver citizen science initiatives to engage communities with nature in the Avalon Marshes • Develop and deliver an impact monitoring programme to evaluate outcomes and success • Recruit, train and support volunteers to assist you in delivery and to act as champions within their own communities, encouraging others to take action for nature | |

- Provide support to the Avalon Marshes Communication Officer to develop online engagement tools
- Provide support to Reserves Officers to identify opportunities for volunteering that contribute to nature recovery objectives
- Work with the Engagement Team and Communications Team to ensure work fits our strategic direction and is communicated internally and externally, celebrating the Avalon Marshes, our sites and the work we are doing.

General

- The job holder is required to follow and comply with all policies and procedures of the Trust which includes the Trust's Health and Safety and safeguarding procedures, ensuring the personal safety of all staff, volunteers, young people and vulnerable adults involved in the project.
- To uphold the working values and expectations of the Somerset Wildlife Trust.
- To carry out other duties relevant to your post as reasonably required by your line manager.

To reflect the Trust's Values in all areas of work.

PERSON SPECIFICATION

To succeed in this role you will need to demonstrate:

| | <i>Essentials</i> | <i>Desirables</i> |
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| Qualifications | <p>A degree, similar qualification or proven work experience in the field of community engagement</p> <p>Current full driving licence and able to use own vehicle for work when necessary.</p> | |
| Experience/Knowledge | <p>At least two years' experience working with volunteers and communities to deliver environmental projects and initiatives or enabling people to take action</p> <p>At least two years' experience working with diverse communities, including young people, to deliver environmental actions</p> <p>Proven experience of developing and delivering inspiring and engaging events and activities to connect people to nature</p> <p>Experience of effective line management of volunteers to help achieve positive outcomes</p> <p>Experience of best Health & Safety and safeguarding practice, including writing risk assessments</p> | <p>A knowledge of the wildlife and habitats of the Somerset Levels and Moors</p> <p>A good knowledge of Somerset's geography, communities, demographics and wildlife</p> <p>A knowledge of the principles of behaviour change and how to promote positive pro-environmental behaviours</p> <p>Experience of working in partnerships</p> <p>Awareness of, and a commitment to, tackling the barriers that may exist to volunteering and nature engagement and the impact on diversity</p> |

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| | | Experience of designing and delivering outcome and impact monitoring tools |
| Skills | <p>Excellent interpersonal skills able to inspire and negotiate to enable action</p> <p>Excellent organisational, administrative, communication (written and oral), report writing, and IT skills</p> <p>Skilled organising volunteers and similar groups</p> <p>Highly competent in providing excellent customer service</p> <p>Computer literate and competent in the use of Mailchimp, Zoom, Eventbrite, Moodle and other digital platforms, and website content management systems for online engagement</p> <p>Using social media as an effective engagement tool</p> <p>Good inter-personal skills, with a responsible, team-oriented approach to work</p> <p>Able to work within a team on shared programmes to deliver actions</p> | Creation and editing of video content |
| Attributes | <p>Demonstrate the ability to communicate enthusiastically and inspiringly, mobilizing others to take action</p> <p>Innovative, resilient under pressure and self-motivated – a solution seeker</p> <p>Confident when working with people but with tact and diplomacy</p> <p>Confident in trying new approaches and taking on new areas of work</p> <p>Flexibility in working pattern, hours and location</p> <p>Able to work as part of a team and on own initiative</p> <p>Passionate about connecting people with nature and each other</p> <p>Interest in wildlife and nature restoration, especially in a Somerset context.</p> | <p>Commitment to the aims of the Wildlife Trust movement.</p> <p>Interest in wildlife and nature restoration, especially in a Somerset context.</p> |



SOMERSET WILDLIFE TRUST'S WORKING VALUES

Developing Somerset Wildlife Trust

To deliver our Wilder Somerset 2030 plan we, Somerset Wildlife Trust, will need to build our charity, be clear in our priorities and ensure our own actions support our aims. We have a new set of Values that will inform all our decision-making and actions to bring about nature's recovery across Somerset.

- We are passionate about nature.
- We believe everyone can make a contribution to nature's recovery.
- We love Somerset - its amazing wildlife and its communities.
- We are confident and brave in standing up for nature.
- We encourage innovative thinking and action for nature's recovery.

To deliver our strategy we will:

- Support, inspire and enable others to act while leading by example.
- Develop a Climate and Environment Strategy that delivers on our own environmental commitments within the Trust covering all areas of our operation and land use including procurement, utilities, facilities, and transport to achieve carbon neutrality by 2030.
- Use our resources efficiently and effectively, harnessing the diversity, talent and commitment of our staff and supporters.
- Expand our supporter base and sources of income, including through embracing new opportunities to generate income streams that are compatible with our strategic goals and maintain financial stability.
- Embrace new ways to grow our impact and reach, with a particular focus on expanding our digital knowledge and experience.