

Woodknowledge Wales Job description

Position: Communication and events executive

Are you passionate about creating a low-carbon future that allows people to thrive on a healthy planet? Do you enjoy developing creative ideas and communicating with different stakeholders across a variety of channels including social media? Are you comfortable taking responsibility and delivering tasks on your own as much as working in a small team? Then work with us in Wales!

You will be part of a small, highly motivated, multi-disciplinary team dedicated to increasing the role of forestry and timber to support the decarbonisation of our built environment.

As the communication and events executive, you will be a key driving force behind Woodknowledge Wales and its success. You will be instrumental in inspiring a positive can-do approach within our organisation and networks. Together with our project partners and a highly committed team, you will help to create a compelling case for timber construction, local manufacturing, home-grown timber and afforestation in Wales and thereby help to transform Wales into a low carbon, more resilient forest nation.

Job description

JOB TITLE	Communication and events executive
PURPOSE OF JOB	To support delivery of the communication, events and network management aspects of the Home-Grown Homes Project (HGHP2) and Woodknowledge Wales wider mission and purpose.
REPORTING TO	Gary Newman (CEO) and Christiane Lellig (Communications and Marketing Manager)
SUPPORTED BY	The Woodknowledge Wales team
LOCATION	Predominantly home-based with an expectation to travel anywhere within Wales and the borders as required by the job
AREA OF WORK	Throughout Wales working with the timber supply chain from forest to end product
HOURS OF WORK	Full-time. Some long days and weekend working may be required from time to time including occasional overnight stays.
SALARY	Between £25k and £35k depending on experience
DURATION	This is a permanent job. However, funding for this post is currently secured until 31 st March 2025. We expect funding to continue to March 2027
HOW TO APPLY	Send CV with a covering letter stating why you believe you are suited to the post to gary.newman@woodknowledgewales.co.uk
DEADLINE FOR APPLICATION	17 th April 2023
DATE & LOCATION for INTERVIEW	Provisional: 27 th and 28 th April 2023 Location: TBA (ideally in-person but possibly online via Zoom)

About the Home-Grown Homes Project

This opportunity is being supported through the Welsh Government funded [Home-Grown Homes](#) project. This multi award-winning project started in 2018 by encouraging Welsh Housing Associations (who build approximately 1 out of 3 new homes in Wales) to build with timber and working with the supply chain to help enable delivery. The project has led to many new low carbon timber-based housing developments and has inspired new Welsh Government policies across housing, the economy, forestry and timber sales from the state forest. Our work has been commended internationally and some of our best practice guidance has been recommended for use to the design community by the Royal Institute of British Architects (RIBA). The Home-Grown Homes project began by creating a coalition of the willing. The purpose of this next phase of the project is in a large part to support Welsh Government meet its new policy objectives and aspirations across forestry, construction and land-use to help drive forward the low carbon, circular and foundational economy.

Key Responsibilities

You will be responsible for implementing the communications and stakeholder engagement plan of the Home-Grown Homes Project (HGHP2) by bringing its ideas to life in creative and engaging ways. The plan is available on demand.

Content management

Your tasks include coordinating, editing and managing our social media accounts, newsletters, publications and website as well as curating our image and video library. In short, you will be in charge of our online and offline content.

Events management

You will help organise and promote our conferences, workshops and training events. You will work with team members and external delivery partners to ensure the smooth running and delivery of a range of private and public facing activities.

Stakeholder management

You will be responsible for stakeholder management. In this role you will coordinate stakeholder engagement across the team and communicate with our networks and members.

Monitoring and evaluation

You will monitor and evaluate our communications activities across all channels.

You will work with the communication and marketing manager and will be supported by the Chief Executive and our project team which includes experts in forestry, housing, manufacturing, wood science, timber construction, and systems change.

Key abilities / experience

We are looking for someone with the ability to work closely with a small team in a flexible and supportive way across job boundaries and who is comfortable working from home. You must be able to engage with all relevant individuals and organisations in the supply chain from forest to construction sector in a way

that promotes trust and supports the mission and purpose of Woodknowledge Wales as a for-public-good organisation.

You must be able to develop an understanding of the complex challenges to landscapes and communities posed by climate change and to communicate with empathy and clarity in discussions around these.

Person Specification

- Relevant experience in communication, marketing, event management
- Project management and decision-making skills. Ability to prioritise and manage multiple project tasks and deadlines.
- Stakeholder engagement and management skills. Evidence of effective partnership working.
- Journalistic skills and evidence of engaging content delivery across multiple formats. Ability to write in an engaging style
- Thorough working knowledge of Microsoft Office, online conferencing tools (e.g. Zoom, Teams)
- Working knowledge in the use of content and event management software (e.g. Mailchimp, Hootsuite, Eventbrite, Wordpress)
- An organised self-starter, able to manage own workload and work independently to tight time-scales
- Excellent communication and interpersonal skills – specifically the ability to work closely with network organisations
- Willingness to work in a flexible way and respond to changing circumstances

Desirable criteria:

- Design skills and the ability to use relevant design software (e.g. Adobe, Photoshop, etc.)
- Welsh language skills
- Public speaking skills to deliver presentations and facilitate public meetings.
- Full, clean driving license and access to a car for travel throughout those parts of Wales where there is limited access to public transport

About Woodknowledge Wales

Woodknowledge Wales is an independent mission driven membership alliance. We are a charitable Community Benefits Society, which is a form of cooperative that exists for the benefit of society. We are governed by a voluntary board. We aim to create and share knowledge to accelerate change. We believe that timber demand and supply can be better aligned and more purposefully driven to deliver greater climate change mitigation and biodiversity enhancement across land use and construction. We are transparent and collaborative in our approach. We are a change organisation driven by impact rather than income.

We are a small interdisciplinary team of driven individuals motivated to inspire, catalyse and accelerate the transformation to a regenerative zero carbon society through the growing of trees and the use of wood. We believe that the most effective way to do this is to build trust in the change agenda by supporting organisations involved in both timber use and supply. We seek to capture and share the knowledge gained by holding engaging events, by creating informative case studies, by developing new guidance and through

inspiring communication. We support policy makers to create enabling policies and then help overcome barriers to implementation.