

COFARM

— TOGETHER WE GROW —



RECRUITMENT PACK
COMMUNITY ENGAGEMENT COORDINATOR
COFARM CAMBRIDGE

Funded by:





COFARM FOUNDATION

Established on World Food Day in 2019, CoFarm Foundation is a multi-award-winning sustainable development charity set up to create and promote a new model of community-based agroecological farming - or 'CoFarming'. CoFarming brings people together to grow and share nutritious food, build stronger communities and healthier ecosystems.

The CoFarm model seeks to tackle major societal challenges - climate change, biodiversity loss, health inequalities, food security - in a positive and optimistic way by placing agroecological food and farming at the heart of our communities.

Following four seasons' of successful piloting in Cambridge, the Foundation is commencing its first scale-up phase, in which it will be socially franchising the CoFarm model to a small cohort of aligned community-based organisations; local authorities; farmers and landowners across Cambridgeshire, the East of England and the UK.

The Foundation was named, 'Sustainable Development Charity of The Year - UK' in 2023 and was recognised by the Cabinet Office with a cross-party Points of Light Award in 2021.

COFARM CAMBRIDGE

CoFarm Cambridge was set up by its parent charity, CoFarm Foundation, to pilot the CoFarm model in Cambridge.

Between March 2019 and March 2020, over 300 local people were involved in the co-design of their own CoFarm, on 7 acres of agricultural land in East Barnwell, Abbey, Cambridge. Since then - and throughout the COVID pandemic - over 1,000 people have come together to transform a disused field into a thriving farm with a productive 2-acre market garden at its heart. In response to the pandemic and

cost of living crisis, CoFarm Cambridge has donated over £100K worth of premium quality, organically grown fruit and vegetables to people across Cambridge who are experiencing food insecurity.

As well as co-creating the market garden under the expert horticultural supervision and guiding hand of CoFarm Cambridge's Farm Manager, Pete Wrapson, the community has also planted a half-acre heritage variety orchard; created around 4 acres of new wildflower meadows on the farm and planted a species rich hedgerow.

A rainwater harvesting hub is currently being constructed on the site, using sustainably coppiced sweet chestnut poles and traditional timber framing techniques. 'The Woodshed' - a green woodworking teaching and crafting space is also being created on the farm for teaching and practising these skills.

Further infrastructure development to realise the community's vision of a community barn and yard which will host a farm shop and cafe, teaching kitchen, community events, classes, feasts, arts and cultural activities and meeting spaces is planned, once the capital funding and planning permission have been secured. The Community Engagement Coordinator will play a key role in engaging the community to participate in shaping and making this first CoFarm site an inspiring exemplar for others to follow.

CoFarm Cambridge has been recognised as a Community Business of The Year in Cambridgeshire and is at the forefront of demonstrating that thoughtful, [multi-functional land use can deliver multiple benefits for communities, economies and for nature.](#)

CoFarm's not-for-profit business model is subscription-based and we are in the process of developing and rolling out three tiers of annual subscriptions - for **households**, for **employers** and for **education providers**. Subscriptions for lower income households and the costs of providing food to community food hubs, food banks and other community-based organisations are subsidised by corporate subscribers, grant funding and charitable donations through CoFarm Foundation.

Employee-based CoFarming is proving to be increasingly popular with companies of all sizes, sectors and growth stages across the Cambridge entrepreneurial ecosystem - from start-ups to multinationals.

THE OPPORTUNITY

CoFarm Cambridge is looking for a very special ‘people person’ who loves the variety of working with people and nature - outdoors and indoors - all year round and in all weathers. The person we are looking for will be a great communicator who thrives on inspiring and motivating people to participate in CoFarming by giving presentations to diverse groups of people around Cambridge ranging from groups of children and young people in informal and formal education settings to local families and groups of employees from local and national companies. Warm, confident and personable, you will have a knack for putting people at ease and making them feel comfortable, safe and included.

Sustainable, nutritious food is something you will be passionate about. You will understand why and how a ‘just transition’ to agroecological food and farming systems across the UK - and indeed globally - is key to tackling climate change, biodiversity loss and health inequalities.

THE RIVER CAM CAN PROJECT

This post has been created as part of a collaborative project led by Cambridge Past, Present & Future - ‘The River Cam CAN (Climate Action through Nature) Project’ - which will support communities near the river Cam to work on initiatives that will benefit them and the environment.

The 2-year project - which is funded by The National Lottery Community Fund’s ‘Climate Action Fund’ - aims to raise awareness of the challenges faced by the River Cam and inspire and support people to take action to help. CoFarm Cambridge’s first CoFarm has Coldhams Brook - a tributary of the River Cam and an internationally important chalk stream - running alongside one boundary of the site. The project is being delivered by a partnership of local organisations including Abbey People CIO, Cambridge City Council, Cambridge Past, Present & Future, CoFarm Cambridge and Water Sensitive Cambridge. The collaboration is also being supported by the national charity Climate Outreach. More information about the wider project and the partnership can be found [here on Cambridge Past, Present & Future’s website](#).

A GROWING MOVEMENT

The CoFarm model is already [demonstrating that it helps people to manage their mental and physical health and wellbeing](#). It gives CoFarmers a sense of agency over the 'larger than self' issues that are defining our times - climate change; biodiversity loss; health inequalities and food security in the face of volatile geopolitics.

You'll be joining a small, passionate team and a highly engaged group of amazing CoFarmers with big ambitions to grow the CoFarm movement across Cambridge and beyond. Several additional CoFarm sites have been identified in and around Cambridge on science and innovation parks; private estates and farm holdings. You will have the opportunity to contribute to shaping and growing this 'distributed CoFarm estate', along with growing the cohort of CoFarmers who will CoFarm it!

Cambridge is a vibrant, fast growing, city with an entrepreneurial spirit and a global reputation for excellence in science, technology and innovation. Situated in the iconic Guildhall, your office base will be in the very heart of Cambridge and your window will look out onto the historic and bustling Market Square.

CoFarm enjoys cross-party political support, and financial support from Cambridge City Council. We are already embedded in Cambridge's local and sustainable food & farming; biodiversity conservation and entrepreneurial ecosystems and strategically well positioned for continued growth. In promoting the CoFarm model across Cambridge, you are unlikely to find a door that does not open readily for you!

As CoFarm now embarks on an ambitious local, regional and UK-wide scale up journey, opportunities for you to grow and progress in your own career will grow in line with the growth of the CoFarm movement.

ROLE DESCRIPTION: COMMUNITY ENGAGEMENT COORDINATOR

Job title:	Community Engagement Coordinator
Reporting to:	Managing Director, CoFarm Cambridge
Locations:	Community Farm off Barnwell Road, Abbey, Cambridge and the CoFarm office, Guildhall, Market Square, Cambridge.
Based at:	CoFarm Office, Guildhall, Market Square. Hybrid working is also possible.
Hours:	Full time - 37.5 hours per week, flexible working. (Part time hours may also be considered.)
Salary:	£38K (Full Time Equivalent) per annum
Benefits:	<p>Additional benefits include:</p> <ul style="list-style-type: none"> ● 8% pension contribution (after 3 months' continuous employment) ● Free annual CoFarm household subscription with 50% discount on farm produce ● Additional staff discount on CoFarm produce ● 25 days' annual leave, plus bank holidays and any days that fall between Christmas and New Year
Contract:	24 months, fixed-term, with extension subject to funding
Key working relationships:	Farm Manager, CoFarm Cambridge; subscribing CoFarmers; community-based organisations across Cambridge; corporate subscribers and partners; partnership leads at River Cam CAN partners; Cambridge Sustainable Food Partnership & Food Poverty Alliance; CoFarm's Collective Impact Monitoring Framework leads at Universities of Reading and Cranfield.

PURPOSE OF THE ROLE

- To maximise local community engagement with CoFarm Cambridge, ensuring that no individuals or groups feel excluded from the farm and its activities
- To ensure that volunteer CoFarmers and visitors to the farm have an inspiring, health enhancing and uplifting CoFarming experience
- To channel the energy, abilities and enthusiasm of volunteer CoFarmers so that they get the greatest benefit out of spending time at CoFarm Cambridge - and that CoFarm Cambridge benefits from CoFarmers' unique knowledge, skills and experience
- To collaboratively devise, implement and monitor the impact of a programme of open and bespoke volunteering opportunities and events for different groups of visitors, volunteers and subscribers and take a lead on organising and managing volunteers according to the Farm Manager's seasonal horticultural task lists.

KEY RESPONSIBILITIES

COMMUNITY-BASED AGROECOLOGICAL FARMING - 'COFARMING'

- To support and manage the delivery of open and bespoke CoFarming sessions (under the horticultural supervision of an experienced Farm Manager) with and for volunteer CoFarmers from the local community, local schools and local employers
- Collaborate with CoFarmers and the Farm Manager to facilitate and implement CoFarmer-led projects to enhance local climate and nature resilience (e.g habitat creation and sustainable water management) and to support the realisation of the community's co-designed masterplan for their CoFarm

COMMUNITY-BASED EDUCATION, EVENTS & OUTREACH

- Devise and oversee the delivery of a varied programme of accessible, farm-based events, informal education and community engagement

opportunities for CoFarmers, community-based organisations and employers

- Lead on organising and delivering CoFarm's annual World Food Day and birthday celebration feast every October
- Liaise with and organise visits and CoFarming sessions for schools and other education providers
- Visit local schools; community organisations; companies and networking events to give talks/presentations/drop-ins about CoFarm and how to get involved
- Facilitate engagement and build links with River Cam CAN partners and other local organisations to develop opportunities for CoFarmers to benefit from additional volunteering and social opportunities e.g trips to local nature reserves; cultural & sporting activities; careers days at local companies and volunteering with food justice organisations

HEALTH, SAFETY & WELLBEING

- Take a leading role in making the community farm a friendly and welcoming place, where everyone feels emotionally and physically safe and included
- Take a lead in ensuring that CoFarm's Safeguarding policy for children, young people and vulnerable adults is rigorously implemented
- Be active in identifying; assessing; documenting; communicating and mitigating site and activity-based hazards and risks and reporting all incidents and near misses according to CoFarm's Health & Safety policy
- Help to ensure that the farm; its property and equipment are secure and safely stored when the farm is unattended
- Provide pre-activity briefings and demonstrate safe handling and use of horticultural hand tools and how to safely maintain and store tools and equipment
- Administer Emergency First Aid to CoFarmers; visitors and/or colleagues and attend regular Emergency First Aid and Mental Health First Aid training

COMMUNICATIONS & ADMINISTRATION

- Become the primary community contact for prospective and existing CoFarmers and communicate via email, telephone and our social media channels to answer enquiries and make CoFarming arrangements

- Create compelling written copy, posts and images to share on CoFarm's social media channels to drive engagement and participation; document our story and grow our online and offline community
- Draft engaging blog and e-newsletter copy to keep the CoFarm community updated on news, events and opportunities for engagement
- Manage the online booking system for open and bespoke CoFarming sessions

IMPACT MONITORING

- Ensure that all data relating to CoFarm's inputs, outputs, intended outcomes and impact are gathered, recorded and inputted into CoFarm's collective impact monitoring system at the end of each session
- Work with CoFarmers to develop compelling case studies that explain the benefits of CoFarming for existing and prospective funders, CoFarmers and others

GENERAL

- Be an ambassador for CoFarm's vision, purpose and values
- Uphold CoFarm's commitment to equality, diversity and inclusion; safeguarding and other organisational policies and procedures
- Alongside the Farm Manager, CoFarmers and partner organisations, support and participate in every activity of the community farm - from sowing and transplanting seedlings to watering; harvesting; washing; weighing; packing; distributing and selling and CoFarm's amazing produce!



PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
SKILLS	Exceptional people skills - with a natural ability to put people at ease and build positive relationships with and between diverse groups of people.	
	Strong organisational skills - both personally and with groups of volunteers.	
	Extensive experience of facilitating and managing groups in outdoor, practical nature conservation and/or community food growing settings.	
	Social media skills - in particular use of Instagram, Facebook and X to promote engagement.	
	Ability to write engaging blog posts, emails and e-newsletter copy.	
	Good command of ICT skills and ability to use the main suites of digital tools and packages - e.g Google Workspace, Microsoft 365 etc. and online tools.	
		Experience of using online booking systems to create and manage appointments.
KNOWLEDGE	At least 2 years' experience	

& EXPERIENCE	of community engagement and/or organising gained in a community development, youth work or informal education setting.	
	A strong commitment to food sovereignty and food justice and in particular the science, practice and global movement of <i>agroecology</i> .	
		Experience of growing food sustainably without the use of chemical herbicides, pesticides or fertilisers.
		Passion and interest in sourcing, cooking and eating sustainable, nutritious food.
		Level 2 RHS Qualification and/or a degree in a related subject.
		Experience of delivering experiential education in a formal or informal setting.
	Experience and understanding of how to implement, monitor and review appropriate safeguarding measures with and for children and young people and vulnerable adults.	
		Emergency First Aid and Mental Health First Aid training and experience. (Training will be provided as necessary.)
		Experience of supporting adults and/or young people to

		maintain good mental health.
BEHAVIOURAL QUALITIES	An open, engaging and caring manner with a non-judgemental approach to working with people from all backgrounds.	
	High levels of integrity and emotional intelligence and the ability to inspire and build trust in others.	
	Confident and capable of diffusing negative behaviours or potentially confrontational situations positively, appropriately and fairly.	
	Flexible and adaptable - CoFarming is a dynamic process and is subject to seasonal and local weather variations and climate patterns as well as group dynamics and capabilities.	
OTHER	A genuine love for spending time outdoors in all weathers and the ability to grow and foster that enthusiasm in others.	
	Willingness and ability to work some weekend days throughout the year, and some evenings during the peak growing season.	

COFARM VALUES

CoFarm is a values-driven social venture. Our values act as our rudder in fair and stormy seas and our compass when the path forward is unclear. Please think about these values carefully - and how closely they align with your own - when considering whether to apply.

LOVING

We foster love, respect and awareness of ourselves, each other and our natural environment.

OPTIMISTIC

We recognise that humanity currently faces some major environmental, economic and social challenges, but we are optimists and believe we can and will overcome these challenges together.

VALUABLE

We think about 'value' in very broad terms. We continually iterate our business model to create, capture, measure and deliver maximum value to the communities we serve, our environment and our local economies.

EQUITABLE

We champion fair access to safe, nutritious and sustainably produced food and recognise this as a fundamental human right.

DIVERSE

We celebrate diversity and understand it as vital to maintaining healthy, vibrant human communities; farming systems and natural ecosystems.

HOW TO APPLY

Applications should consist of the following:

- A covering letter explaining why you are applying, relating your experience and skills to the role description and person specification in this pack
- Full CV
- Contact details for two referees (who will not be approached without your permission)

Applications should be addressed and submitted electronically to CoFarm's Founder & CEO, Gavin Shelton, at: gavin.shelton@cofarm.co

Please mark your application 'Community Engagement Coordinator, CoFarm Cambridge' and indicate in your covering letter where you saw the position advertised.

The closing date for applications is Wednesday, 14th February 2024. Shortlisting will take place on Thursday 15th and Friday 16th February.

Initial interviews for shortlisted candidates are likely to take place during the week commencing Monday, 26th February 2024.

No agencies please.

APPLICANTS WITH DISABILITIES

CoFarm Cambridge encourages applications from individuals with a disability who are able to carry out the duties of the post. If you have special needs in relation to your application, please contact Gavin Shelton on gavin.shelton@cofarm.co or call reception on 01223 781200 and ask to be put through to him.

CoFarm values diversity and is committed to equality of opportunity.

