



Assistant Meadows Adviser January 2024

Herefordshire Meadows is looking for an Assistant Meadows Adviser to support ongoing meadow restoration projects and grassland conservation across the county.

- The role requires a self-employed individual to work up to 4 days (30 hrs) per week.
- Remuneration is £20 per hour plus travel (reimbursed at 0.45p per mile).
- The role will involve a combination of home office and on site working.
- The role will run for an initial period of 6 months starting on 29th April 2024 with scope for extension based on performance.

Background

Formed from a farmer discussion group, Herefordshire Meadows became a registered charity in 2022 and aims to protect, conserve, improve and increase flower-rich grasslands in Herefordshire as well as to educate the public on all the benefits of species rich grasslands. Over the past 5 years Herefordshire Meadows has created over 250 hectares of species rich grassland across the county, built a network of over 800 supportive farmers and landowners, hosted events and training workshops on a whole variety of grassland related topics, and advocated and lobbied for the better recognition and protection of this distinctive and rare habitat.

Role Description

The responsibilities of the new team member will include the following: -

- Advising landowners who are restoring, creating and managing flower rich grassland across Herefordshire.
- Raising awareness of the multiple benefits of diverse swards and flower rich meadows in the agricultural and wider community of Herefordshire.

And additional responsibilities in one or more of the following areas:

- Communications - Maintaining and expanding the profile of Herefordshire Meadows through the website, social media platforms, press releases, articles, presentations, and through the charity's monthly newsletter.
- Fundraising – Raising funds for Herefordshire Meadows through campaigns, donations, grants, and encouraging our supporters and members.
- Education – Supporting knowledge exchange and improving skills with a diverse audience through training, events, discussion, and working with schools if funding allows.

- Volunteer development – Developing and supporting Herefordshire Meadows’ volunteer base, who can help us to achieve our aims through botanical survey support and other practical tasks.

The Herefordshire Meadows team members are all self-employed, making their own home working arrangements. There is a requirement to communicate efficiently to ensure effective team working. Most team communications will be held through Zoom, email and phone calls and will include weekly team meetings and occasional field team meetings.

Interested candidates should already have meadow plant identification skills and be enthusiastic about the role of diverse swards in farming and the wider landscape.

Person Requirements

a. Essential

- Strong written and oral communication skills including the ability to engage with a range of landowners and partners, adapting language as appropriate to the audience e.g. farmers, smallholders, advisers and representatives from partner organisations.
- Self-motivated with a firm focus on achieving required objectives.
- Ability to manage own workload.
- Able to work both independently and within a team.
- Valid driving licence and own transport.
- Willingness to work flexible hours, including occasional weekends and evenings.
- IT skills (competence in Microsoft Word, Excel and email, mapping e.g. QGIS, LandApp).
- Social media and communication skills.
- Interest in native plants.
- A basic knowledge of grassland plant identification (ability to identify at BSBI skills level 2 preferably 3 or above https://bsbi.org/wp-content/uploads/dlm_uploads/Botanical_Skills_Pyramid.pdf Support will be given to the right candidate in appropriate circumstances.

b. Of Benefit

- Prior experience of working with farmers and other rural landowners.
- Some understanding of Herefordshire and its farming sectors
- Experience of working with Stewardship schemes and Sustainable Farming Incentive (Rural Payments Agency and Natural England derogations) and with Animal and Plant Health Agency on seed harvesting.
- Knowledge of regenerative farming principles.
- Communication skills, e.g. press-releases, social media management, website editing.
- Experience of fundraising for an environmental charity.
- Experience of providing education, training, and supporting knowledge exchange.
- Experience of volunteer development and management.

Team members will report to: -

Caroline Hanks, Director and Meadows Adviser, Herefordshire Meadows
caroline.hanks@farming4wildlife.co.uk

Rory Johnson, Director and Meadows Adviser, Herefordshire Meadows
rory@herefordshiremeadows.org.uk

Interested applicants should send a copy of an up to date CV along with a covering letter of no more than 500 words to rory@herefordshiremeadows.org.uk. Deadline for applications **5pm on 22nd March 2024**. Shortlisted candidates will be invited to interview on 26th March with an anticipated start date of 29th April.