

BEELINES NORTH EAST: Community Education Officer Job Description and Person Specification

About the Beelines North East Project

Beelines North East is an 18-month partnership project between Urban Green Newcastle and Northumberland Wildlife Trust. The aim is to 'bring the buzz back' to the city and its surroundings. Working with the Buglife B-lines initiative and other key partners, the project will develop a network of nectar-rich habitats across Newcastle, North Tyneside and SE Northumberland. Sites will include public parks, hospital grounds and the landscape sculpture of Northumberlandia.

The project will deliver the following key aims.

Improve nature conservation and restoration by

- Creating 18ha grassland, 6 wetland scrapes, 750sqm borders, and planting 25,000 bulbs and 2,500 trees.
- Improving priority habitats and species across designated sites.
- Providing benefits for 'Every Site, Every Season', along with eight 'exemplar' sites to show the potential within varied public open space.

Create nature-based solutions for climate change by

- Reducing mowing to improve species diversity and avoid soil compaction.
- Sequestering carbon through tree and hedgerow planting and improved woodland management.
- Improving natural flood resilience through reducing run-off and enhancing wetland margins.

Connect people with nature by

- Creating multi-sensory experiences from nectar-rich habitats, including within hospital gardens and through self-led mindfulness 'bee walks'.
- Offering immersive activities to re-connect at least 3,530 people with nature, particularly from disadvantaged communities.
- Increasing volunteer opportunities to participate in a variety of activities, including practical conservation tasks as well as monitoring through, for example, citizen science.

Eleven young people will also be trained through the Government's Kickstart programme and the partnership between Urban Green Newcastle and The Skill Mill (a social enterprise providing employment opportunities for young ex-offenders).

About the Partnership

The principle partners in the project are Urban Green Newcastle and Northumberland Wildlife Trust, who have clear roles and complementary skills. A number of other organisations are involved with the project, including Buglife, Groundwork NE and Cumbria, Northumbria University, Newcastle University, and a number of landowners.

Urban Green Newcastle (UGN) was created in 2019 as an independent charity, responsible for the management, maintenance, restoration, development, and protection of 33 parks and over 60 allotment sites across Newcastle upon Tyne. One of the first organisations of its kind in the country, it represents a novel approach to securing the future of green spaces previously managed by a local authority. Its vision is for more people to enjoy and benefit from beautiful and vibrant open spaces, which are safe, welcoming and provide a great environment for wildlife and people. See <https://urbangreennewcastle.org/> to find out more.

Northumberland Wildlife Trust (NWT) was founded in 1971 to protect wildlife and promote nature conservation within Newcastle, North Tyneside and Northumberland. It is a non-government funded charity, supported by membership, donations, local businesses and charitable trust grants. It is part of the national movement of Wildlife Trusts, dedicated to conserving the full range of the UK's habitats and species. See www.nwt.org.uk to find out more.

The lead partner in the project is UGN, who will appoint the Project Manager, Community Education Officer, Community Gardener and Ranger. UGN will co-ordinate the partnership, act as lead contact for NHLF, and manage the finances.

UGN is responsible for 33 of the 48 sites to be improved as part of the project, including four of the exemplar sites. These are all public parks within the city of Newcastle. UGN will also lead on the relationship with partners to deliver evaluation, survey and monitoring, and green finance options going forwards.

NWT will work with key partners to deliver projects on 15 sites, owned by The Land Trust, Newcastle NHS Trust, North Tyneside Council and Northumberland County Council. These will include four exemplar sites. NWT will also lead on the ecological survey and advice for all sites across the project, and will appoint the Project Assistant and Conservation Assistant.

This project is funded by the Government's Green Recovery Challenge Fund. The fund was developed by Defra and its Arm's-Length Bodies. It is being delivered by The National Lottery Heritage Fund in partnership with Natural England, the Environment Agency and Forestry Commission.



BEELINES NORTH EAST: COMMUNITY EDUCATION OFFICER JOB DESCRIPTION AND PERSON SPECIFICATION

- Job Title:** Community Education Officer: Beelines North East
- Salary:** £20,000 - £22,000 per annum
- Contract Type:** Fixed Term (18 month). Secondments will be considered.
- Responsible To:** Direct line management to Beelines North East Project Manager
- Responsible For:** Project trainees, volunteers, with responsibility for small projects and limited budget management.
- Location:** Office base within one of Urban Green Newcastle premises (likely to be one of Jesmond Dene, Heaton or Walker parks)

Job Purpose:

The Community Education Officer will play an integral role in the successful delivery of the Beelines North East project, and will lead on engaging with 3,530 people across the 18 months of the project. Equally passionate about nature recovery and sharing its importance with people and communities, the postholder will develop creative and varied opportunities for engagement across the project area, to share the importance of pollinators, and deepen the impact and reach of the project long term. Finding new ways to engage with a wider audience, the role will help improve education skills and embed new ways of working across partner organisations to ensure the work is sustainable and continues long-term. With a particular focus on communities living in deprived areas, NHS staff and patients, and young people of KS1/2 ages, the role will also support the training of young people.

Principal Duties and Responsibilities:

The principle purpose of the postholder will be to support the delivery of the approved purposes of the grant. However, this list is not necessarily exhaustive and other duties of a similar nature and level may be required from time to time.

- Lead on the development and implementation of an Educational Activity and Events Programmes, to include schoolchildren, young people, hospital staff/patients/visitors and local communities.
- Working with partner organisations, ensure the successful development and growth of education work in relation to Beelines North East, aiming to deliver a broad range of creative and engaging activities for KS1/2 (and their families) using a variety of techniques and skills. Responsibilities will include planning activities, resource allocation, delivery and monitoring.
- Work with partners to develop an extensive programme of community engagement to raise awareness of the importance of pollinators, reaching out to build new audiences, and ensuring

the effective delivery of a wide range of quality events, particularly for those living in more deprived areas and for NHS staff, patients and visitors.

- Support the development and management of trainee programmes, ensuring effective and meaningful delivery for both Kickstart and The Skill Mill trainees (at least 11 young people to be trained), with consideration for the approach continuing beyond the funding period.
- Work with partner organisations to expand opportunities for volunteering, developing a diverse programme to encourage more people to become involved and feel welcome through individual, community and corporate activities across all sites, with a particular focus on learning and Citizen Science type activities.
- Work with partner organisations to support the expansion and delivery of the 'Green Mentors' initiative, to encourage young people to work as advocates for pollinators and environmental issues, and help build skills and confidence.
- In conjunction with key partners, and using creative approaches with specialists, artists or performers, develop a varied set of teaching resources, guidance, materials and workshops for children and groups, to be widely used and available beyond the period of the funded project.
- Build productive relationships with a wide range of partner organisations, including schools, colleges, education centres and related partners, to ensure the successful delivery of a varied and creative programme of activities, and with a focus on ensuring these relationships continue beyond the funded project period.
- Provide support and training for staff, volunteers and partner organisations, to improve skills and capacity across the teams in delivering education and engagement activities.
- Maintain appropriate records to ensure that project outcomes can be objectively measured and evaluated as part of the ongoing project monitoring, and provide data for funder requirements in an accurate and timely manner.
- Ensure that all activities adhere to the requirements of partnership agreements, statutory regulations and organisational requirements, with particular reference to health and safety, safeguarding, DBS checks, equality, risk assessments, and sound environmental practices.
- Proactively engage with the marketing teams from both partner bodies to ensure that activities are promoted and publicised effectively to gain maximum coverage, (involving the funding bodies where possible).
- Deliver all activities to achieve value for money, with consideration for alternative sources of funding and delivery where appropriate, including options for securing more sustainable sources of income to ensure long term delivery.

Person Specification

Job Title: Beelines North East: Community Education Officer

Category	Essential	Desirable
Skills, Knowledge and Aptitudes	<ul style="list-style-type: none"> • Understanding and knowledge of environmental issues, and the importance of individual and collective action. • Creative and inspirational thinker, able to find new ways of engaging with people from all backgrounds, reaching out to new audiences, to deepen their connection with nature and the outdoors. • Excellent people and influencing skills, able to engage confidently both formally and informally with diverse groups of people. • Ability to work independently using own initiative and co-operatively as part of a team. 	<ul style="list-style-type: none"> • Ability to work collaboratively across multi-disciplinary organisations. • Understanding of working with the charitable and voluntary sectors. • Knowledge of budgets and monitoring, to be able to manage small funds.
Qualifications and Training	<ul style="list-style-type: none"> • Appropriate qualifications (Level 3 or above), or equivalent level of vocational experience. 	<ul style="list-style-type: none"> • Recognised teaching or training qualification.
Experience	<ul style="list-style-type: none"> • Experience of planning and delivering inspirational engagement and learning activities, and/or interpretation of environmental issues. • Experience of partnership working, both internally and across a range of organisations. 	<ul style="list-style-type: none"> • Experience of working on nature-based activities with children and young people. • Experience of training volunteers/trainees. • Experience of working with volunteers and understanding of their needs and motivation. • Experience of working on projects in public sites.

<p>Disposition</p>	<ul style="list-style-type: none"> • Able to develop strong and trusted relationships across organisations, both internally and externally • Commitment to achieving value for money, spending wisely and to agreed sustainability standards • Commitment to delivering high risk management, to keep public, staff, volunteers and contractors safe 	
<p>Special Requirements</p>	<ul style="list-style-type: none"> • Ability to work flexibly, including evenings and weekends as and when required. • Driving licence and/or ability to travel across the project area. (Transporting groups of volunteers in company vehicles may be required.) 	<ul style="list-style-type: none"> • Ability to use digital media (and other marketing channels) effectively