



*Connecting people with nature | Cysylltu pobl â byd natur*

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Canolfan Gadwraeth Fferm Denmark Farm Conservation Centre  
Betws Bledrws,  
Llambedr Pont Steffan  
Ceredigion, SA48 8PB

## **The Position of Engagement Manager Information Pack for Applicants**

### **Background to the Shared Earth Trust and Denmark Farm Conservation Centre**

Denmark Farm Conservation Centre is a nature reserve and education centre, which is run by the Shared Earth Trust charity. The 40 acre site provides trails, public access, eco-friendly holiday accommodation, volunteering and training courses in conservation and natural crafts. All surpluses generated by these activities are fed back to our charity, which promotes an awareness and connection with nature, and delivers environmental education.



The charity was first set up in 1987 at Denmark Farm, mid-Wales, in direct response to the national decline in wildlife habitat and the reduction of biodiversity on farmland. Like many others farms, Denmark Farm had been progressively intensified. A more traditional grazing system using cattle rather than sheep was set up. Haymaking, blocking field drains, stopping most fertiliser input and fencing off overgrazed hedgerows, streams and ditches all helped to 'kick-start' natural processes. The resulting changes in biodiversity have been monitored and show:

- a three fold increase in nesting birds;

- fields once dominated by rye grass are now rich in flowers, grasses and sedges;
- the lake and ponds now support 14 species of breeding dragonfly and damselfly;
- large populations of small mammals, butterflies and ground invertebrates have returned to the meadows and pastures.

Denmark Farm Conservation Centre is an accessible and well used nature reserve, well known locally as a place to simply walk and appreciate nature. The board walk areas are of real benefit for parents with young children in pushchairs and also wheelchair users. A network of trails, reaching all parts of the reserve, is available for those more able. Our established wildlife garden area, lakeside wildlife viewing shelter and woodland roundhouse make good stopping off and resting points to slow down and appreciate the great diversity all around. We make no charge for visitors to walk around the trails.



'Before' Denmark Farm in 1985



'After' Denmark Farm in 2000

The charitable aims and objects of The Shared Earth Trust are:

- (1) To promote the protection, conservation and restoration of flora and fauna and their habitats, including through the establishment, preservation and maintenance of Denmark Farm Conservation Centre.
- (2) To advance the education of the public in the study of flora and fauna and their protection, conservation and restoration including by providing workshops, training courses, and promoting research and sharing and disseminating the results of such research for the benefit of the general public.

These charitable objects and the activities that they generate at Denmark Farm Conservation Centre are designed to develop visitors' understanding of the importance of nature and our connectedness to it. Through the courses and other activities visitors can appreciate the value of biodiversity and how they can contribute to addressing the climate and ecological challenges that we face. The courses are delivered by a well-established range of tutors, who either deliver courses on behalf of Denmark Farm Conservation Centre or hire the training rooms to deliver their own courses. In the ever-emerging field of environmental sustainability there is always the potential to develop new courses and events.

Our website [www.denmarkfarm.org.uk](http://www.denmarkfarm.org.uk) provides more details of our history and on-going work to engage the public.

## **Engagement Manager**

The Engagement Manager role offers an opportunity for a committed individual to raise awareness of the importance of nature with local and wider audiences. The responsibilities include developing and promoting courses, events, and activities that take place at Denmark Farm Conservation Centre and liaising with tutors. Within the developing areas of environmental sustainability and the well-being aspects of connecting with nature, there is scope for the right candidate to introduce new courses and events.

The successful candidate will also lead on fundraising activities to support new projects and contribute to the financial sustainability of the organisation (see Job Description below).

The Engagement Manager will work closely with three colleagues in a small team of part time employees. (The three other posts in the team cover Facilities, Finance and the Nature Reserve.)

### **About this post:**

- A permanent post
- Part time 0.6 FTE (equivalent of three days per week)
- Involves flexible hours working
- Salary of £27,320 per annum (pro rata)
- Option to join a pension scheme
- Reports directly to the Board of Trustees of the Shared Earth Trust

The appointment will be subject to satisfactory references and an enhanced DBS check because the work may involve contact with children and young people under the age of 18.

The appointment will be confirmed after satisfactory completion of an initial probation period of 12 weeks which may be extended in certain circumstances.

The Shared Earth Trust has a full range of policies including Equality, Diversity and Inclusion, and Welsh Language. Policies are available on our website or on request.

### **We are looking for someone who has experience and skills in:**

- Working independently and as part of a team
- Developing and delivering project activities on time and on budget
- Writing and oral communication
- Using IT and familiarity with using social media
- Fundraising including writing grant applications
- Organizing training and events
- Delivering presentations to groups

In addition, it will be an advantage for the postholder to:

- Be a Welsh speaker or Welsh learner
- Hold a current first aid certificate
- Have an awareness of ecology and sustainable development

## **Recruitment Process**

Please submit a CV including qualifications, work experience and details of two referees, and a letter of application.

The letter of application should not exceed 2 pages and must cover the following questions:

- Why are you a suitable candidate for this post?
- How do your experience and skills meet the requirements of the post?
- What attracts you to working for the Shared Earth Trust charity at Denmark Farm Conservation Centre?

The application should be submitted by email to **Trustees@denmarkfarm.org.uk** by 12.00 noon on **Tuesday 27<sup>th</sup> May 2025**. Interviews will take place at Denmark Farm Conservation Centre during the week of 2<sup>nd</sup> June 2025. Interviews will be conducted in English.

# Shared Earth Trust CIO

## JOB DESCRIPTION

### Post: Engagement Manager

#### Responsibilities:

- Responsible for developing a programme of educational courses, events and other activities that achieve the organisation's charitable objectives and engage with a wider audience of participants and visitors.
- Responsible for researching, developing and submitting grants and other funding applications to support projects, events and core costs at Denmark Farm Conservation Centre.
- Responsible for external communications for Shared Earth Trust and Denmark Farm Conservation Centre, including compliance with Welsh Language policy.

#### Key Tasks:

- 1) Develop and market programmes of events, courses and educational activities.
- 2) Manage on-going fundraising and develop new projects in collaboration with other staff and Trustees.
- 3) Extend the reach of Denmark Farm Conservation Centre through regular posts and updates on the website and social media accounts; promote participation in the education programmes; represent and promote Denmark Farm Conservation Centre at local events and in local forums.
- 4) Manage the use of the training centre in conjunction with the Facilities Manager to deliver programmes of courses and events.
- 5) Manage and support any volunteers working in areas of Engagement Manager responsibilities.
- 6) Enhance and promote Shared Earth Trust membership.
- 7) Network and build partnerships with local and national organisations to develop joint programmes of events and courses.
- 8) Maintain financial records in conjunction with the Finance Manager and provide written reports according to funders requirements for programmes delivered.
- 9) Maintain Health and Safety and Risk Assessments relating to courses, events, activities and volunteers as necessary.
- 10) Act as first point of contact for general enquiries.
- 11) Act as out of hours contact on an agreed rota basis as necessary.