



**Country
Trust**

The Country Trust is the leading national educational charity that connects children from areas of high social and economic disadvantage with the land that sustains us all

Head Office:
Moulsham Mill, Parkway,
Chelmsford, Essex CM2 7PX

www.countrytrust.org.uk
info@countrytrust.org.uk

Charity no. 1122103

Country Trust Impact and Learning Lead

Employed contract

Hours: 21 per week

Salary/contract rate : £38,000 FTE

Location: Ideally within easy reach of Chelmsford. Hybrid/homeworking

Employed contract – benefits

Annual leave: 25 days annual leave plus Bank Holidays (FTE)

Benefits: Workplace pension

Reporting to: CEO (and then likely change to Head of Programmes, once recruited)

If you would like to discuss a possible combination with the Head of Programmes role also being advertised please contact us at senior-recruitment@countrytrust.org.uk

The role

To ensure that evaluation and learning are embedded throughout the organisation and that we are known for the quality of our reporting, with our programme design, all our activities and reporting informed by meaningful data.

A flexible and fulfilling opportunity in a growing, energetic charity

As a nation we've lost our connection with the land that sustains us all, with big and urgent ramifications for health, sustainability and equality. The children who most need that connection with the land are those least able to access it. **We're changing this** through our high quality and impactful food, farming and countryside experiences, empowering children in the most disadvantaged communities in the UK.

We are very ambitious for the children we serve. Our task is urgent and important, and we need a new senior colleague who can ensure we set the standard in our sector for measuring and articulating the difference we are making. You'll share our belief that you grow by learning from others. The previous postholder has done an amazing job building our evaluation framework and you will be starting from a strong position.

Why work for the Country Trust?

- For 45 years we have been working with farmers to bring the countryside alive for children least able to access it –over 600,0000 children so far and counting! Over 13,000 children have learnt to cook and grow and develop food confidence through our Food Discovery Programme, over 15,000 children have been on our Countryside Discovery Residentials, and last year we took 23,000 children on to farms, over 26,000 children took part in our exciting programme Farm in a Box, and 19,000 people in our new Plant Your Pants Soil Health campaign.
- Our recently reviewed Theory of Change and our carefully designed and extensive evaluation means that we have a good understanding of the difference we are making and are constantly learning and improving our offer for the children we serve.
- We are in an exciting period of change. You'll be joining in the third year of our ambitious 5 Year Plan, and your contribution as a senior leader will be vital. You'll be working with an organisation with deep roots but with plenty of space to grow.
- This is a hybrid role and so you need to be comfortable and set up to work from home as well as occasionally coming into our small office. It will be vital to your role to see our programmes and our impact measurement in action across the country.
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- You will work with our CEO, a Head of Programmes (once recruited) a Senior Leadership team of 10 and a delivery team of c.40 colleagues.

Is this the role for you?

We want our team to better reflect the amazing diversity of the children and communities we work with. We are excited about the connections, creativity, and inspiration that this will bring and most of all we are committed to finding the right people for the job.

Below we have outlined the skills we believe are important for this role. If you are passionate and interested but are not sure whether you have the right experience, contact recruitment@countrytrust.org.uk to discuss your application further.

We are looking for someone who....

..is a skilled designer and maker ...

Able to use your appreciation of different research methods and tools, and your creativity to ensure evaluation and learning activity is designed with our evidence needs in mind, and well implemented throughout our programmes, ensuring all voices are heard, especially if it's difficult.

...is a *really* good communicator ...

With an excellent capacity to listen to colleagues and beneficiaries, to 'tell stories' with data and evidence that can help drive decision-making, and who is confident to engage with multiple stakeholders at all levels, internally and externally. You'll be an inspiring presenter with a compelling writing style and able to deliver training that enhances practice.

....is a versatile senior leader

Contributing to our strategic direction through shaping and championing our Theory of Change, working with other senior leaders to embed impact and learning into all of our activities from the start. Able to balance competing demands, be hands on when needed, and of course with the children we serve always at the centre of your decision making.

...will be a great team member...

We know that our whole is greater than the sum of our parts. We are an organisation full of possibilities, with a skilled delivery team, and a strong senior leadership team and we are looking for someone who wants to bring their skills and experience to a dynamic, collaborative environment.

Essentials

Personal specification

Impact

- An understanding of the reality of the lives of disadvantaged children and a commitment to providing quality opportunities to these children.
- Curious. Eager to learn and know, skilled at observing and noticing.
- A firm grasp of quantitative and qualitative data collection, syntheses and analyses.
- An ability to translate complex data into easily digestible and actionable reports.
- An excellent capacity to 'speak' or 'tell stories' with data and evidence.
- Someone who can embed a culture of evaluation throughout an organisation (from volunteers to CEO & trustees), with scalable support and solutions for everyone
- The confidence to engage with multiple external stakeholders (from children to research and Government agencies) - someone people want to talk to.
- Creativity to design, pilot and evaluate innovative ways to collect and visualise data/evidence.
- An appreciation (read: not necessarily a deep or 'academic' knowledge) of different research methods, tools (e.g., surveys, questionnaires) and approaches.
- Strong IT skills: QuickBooks Online (advantageous), Microsoft Office 365. Proficient with Excel and familiar and comfortable with Microsoft Word, Excel, PowerPoint & Outlook. We use Civi CRM as our database.
- Experience of commissioning and/or managing external research or evaluation partners.
- Skilled at designing and delivering training.
- Firsthand experience of working with or within (ideally) primary education.

Desirable

- All the above within a charity context.
- Personal knowledge/passion for food, farming and the countryside.
- Within easy travelling distance of our Chelmsford office.

Responsibilities

Impact

- To ensure evaluation and learning activity is designed with our evidence needs in mind, and well implemented throughout our programmes.
- To nurture a culture of evaluation throughout the organisation.
- To continue to build our reputation as a charity that takes impact measurement and learning seriously.
- To commission and manage any external evidence gathering.
- To create, or facilitate the creation of, impact reports for each programme and a Summary Impact Report, annually.
- To ensure we regularly listen to the voices of key stakeholders - e.g. farmers and teachers - and act upon what we learn.
- To work with our Digital and Fundraising teams to make best use of the evidence gathered to secure and maintain support for our work, and with our Policy Lead to make it more likely that we will achieve our mission.
- To ensure that learning is built into programme design.

- To identify and develop internal and external training on key themes that ensure we are expert and relevant eg climate change, soil, disadvantage, language and communication.
- To be a powerful advocate for our cause.

Everything else you need to know

The Country Trust makes a pension contribution of 3% (when qualifying earnings in the month are above the threshold) and the employee makes a contribution of 5%.

- A flat rate of £10/month can be claimed by homeworkers towards the cost of expenses.
- The Country Trust will meet all agreed expenses and petrol costs incurred (following the HMRC rate currently at 0.45p pence per mile for cars, or 0.20p for bicycles). This **does not** include travel to the Chelmsford office.
- FTE annual leave allocation is 25 days plus 8 bank holidays.

Safeguarding

The Country Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This is to be achieved through effective recruitment and retention of competent, motivated staff members who are suited to, and able to deliver their roles. All eligible post holders are subject to a satisfactory enhanced check with the Disclosure and Barring Service and regular training is mandatory.

Key Dates

Closing date: midnight 5th May

Shortlisting: w/c 6th May

Interviews: w/c 20th May (to be confirmed)

The Country Trust is a registered charity no. 1122103 and is a company limited by guarantee registered in England no. 6436266 Registered address and head office: Moulsham Mill, Parkway, Chelmsford, CM2 7PX

President: The Duke of Westminster