

LAND & NATURE SKILLS SERVICE (LANSS)

Job Title: ENGAGEMENT FACILITATOR

Line Manager: LANSS Manager

You will be employed by Cumbria Chamber of Commerce and hosted by the University of Cumbria.

Job Purpose:

The Land and Nature Skills Service (LANSS) is a new service (launched in September 2024) connecting people and businesses with learning and training opportunities relevant to land and nature-based work, in and near Cumbria.

The LANSS Team, comprising Manager, Engagement Facilitator and Outreach Facilitator, run a hub website, provide engagement and advisory services in-person and online, and inclusively engage potential learners, employers and training providers with the Service. As a team you will deliver this service for Cumbria, further develop it and plan and work towards the long-term sustainability of the Service beyond 2026. The LANSS Governing Board will provide strategic leadership and the Advisory Group will help shape the Service to meet the needs of its user groups.

As Engagement Facilitator your work will be supervised by the LANSS Manager and you will have no line management responsibilities.

Principal Accountabilities:

- **Team working** Work independently and as part of the Team to deliver the LANSS research and advisory activities. Work with the team to maintain accurate data records, prepare marketing content and press articles, facilitate engagement activities and gain user feedback.
- **Website** Co-ordinate the provision of a comprehensive online directory of learning and training for the land and nature related work sector in Cumbria. Liaise with providers to ensure a wide range of learning and training listings are in place on an ongoing basis. Regularly monitoring and updating the website content to ensure current and accurate information is displayed.

Maintain contact with providers to support effective use of the website to list learning and training opportunities and to keep their provider details up-to-date. Engaging with providers to guide and encourage their use of the website.

Provide website usage reports to providers and the LANSS Manager for reporting purposes.

- **Researching learning and training delivery and skills needs** Maintain accurate records of learning and employment opportunities. Evaluate strengths and gaps in training provision through analysis of a variety of data sources including website data, sector strategic reports, skill shortages indicated by employers, advisory group consultation and engagement with potential learners. e.g., through surveys, focus groups and at public and bespoke events. Take a future look into skills needs as well as delivery needs for current requirements.

Gather user feedback on the service on an ongoing basis and inform the Manager.

Identify inclusivity requirements, according to the EDI strategy for the Service, and work with the team on delivering these.

- **Marketing & Communications** Deliver against the marketing and communications plan with the support of the team, regarding the three key user groups – learners and their advisers; providers of learning; employers in the sector.

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Prepare content for the website, newsletter and other media and liaise with the press for the promotion of LANSS.

Support the team in the production of content for promotional materials for the Service and its events including flyers, website listings, social media posts and press releases.

Collate a monthly newsletter and mailout to LANSS subscribers and monitor interaction.

- **Community relationships** Build relationships with the three key user groups, with support of the LANSS Manager, via the engagement work. Help the audiences to feel part of the sector community.
- **Capacity-building and advice** Communicate with employers and providers as to how the service can help address bespoke training needs, developing a strategy for training brokerage.

Assist in the promotion of the service by attending events, including careers fairs, agricultural shows and sector conferences, where required.

- **Advice** Provide in-person, phone/videocall and email advice to service users.
- **Development** Support the further development of the Service planning for long term sustainability.
- **Other** Other reasonable responsibilities for the development of Service operations as may be assigned by the LANSS Manager.

Planning and Organising:

- In line with agreed systems, organising delivery activities and events, recording and reporting, working with the team as appropriate.

Decision Making:

- Day-to-day decision making with regard to the job role within the guidelines and ethos of LANSS and the Chamber.

Internal and External Relationships:

- Input to governing board and advisory group meetings as needed to give updates on progress, this could include deputising for the Manager, presenting agenda items, or taking minutes.
- Developing and maintaining effective day to day working relationships with the rest of Team and with stakeholders, including with the Chamber as your employer and University of Cumbria as your host.
- Developing and maintaining good relationships with businesses, providers, partners and other stakeholders.

Knowledge, Skills and Experience Needed:

- Robust, straight forward, target focussed, enthusiastic and self-motivated
- Ability to develop and maintain effective working relationships internally and externally, with a wide variety of organisations
- Strong communication skills with the ability to present information to a wide-ranging audience
- Good organisational skills, accurate and good attention to detail
- Proven administration and IT competencies including Microsoft Office, social media and website management
- Self-confident and a quick learner

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PERSON SPECIFICATION

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COMMUNICATION SKILLS	Essential	Desirable	How Tested
Strong written and verbal communication skills	/		AF/I
Ability to communicate and develop and maintain relationships with a range of people and organisations	/		AF/I
Ability to present to a wide range of audiences	/		AF/I
QUALIFICATIONS			
Degree level qualification or equivalent significant experience	/		AF
WORK EXPERIENCE/JOB SKILLS			
Broad ICT competencies, including Microsoft Office software	/		AF/I
Knowledge of and passion for the land and nature sector, relevant to the Cumbrian context, including the opportunities and challenges currently facing the sector, with specific attention to the learning offer	/		AF/I
Sound overview knowledge of the range and types of work in the land and nature sector	/		AF/I
Knowledge of land and nature-based skill delivery in Cumbria and beyond, across the breadth of learning opportunities	/		AF/I
Experience in developing and delivering a research strategy	/		AF/I
Experience in managing/updating a website, social media platforms and following marketing brand guidelines		/	AF/I
Ability to prioritise workloads	/		AF/I
Proven ability to build and manage relationships with a wide variety of organisations/businesses/individuals	/		AF/I
Ability to present and communicate information to a wide audience	/		AF/I
Experience of one or more elements of the sector from working in practice	/		AF/I
Experience in skill/training delivery in the sector	/		AF/I
Established networks in Cumbria in the land and nature sector	/		AF/I
MANAGEMENT/SUPERVISORY STYLE			
Ability to manage own time and activity on a day-to-day basis	/		AF/I
Appropriate level of delegation and supervision		/	AF/I
Effective organisational skills	/		AF/I
PERSONAL QUALITIES			
Independent and self-motivated	/		AF/I
Committed to working cooperatively	/		AF/I
Respectful of the range of perspectives within the sector	/		AF/I
Commitment to inclusive service delivery	/		AF/I
Personable and open to making connections with a variety of people/organisations from a variety of backgrounds and perspectives	/		AF/I
Personal drive and enthusiasm	/		AF/I
Confidence to take on new roles	/		AF/I
Self-confident and a quick learner	/		AF/I

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Accuracy and attention to detail, while working quickly and to deadlines	/		AF/I
	/		AF/I
OTHER ATTRIBUTES			
Ability to travel around and outside the county	/		AF/I
Ability to meet the transport requirements of the role	/		AF
Ability and willingness to work flexibly	/		AF/I

How tested: AF= Application Form, I = Interview