

# Job Pack – recruitment autumn 2022

## Peer Mentoring Programme for Sustainable Steps Wales\*

\* Sustainable Steps Wales is the name of The National Lottery Community Action Fund's programme for communities tackling climate change. It is DTA Wales' holding name for the Peer Mentoring Programme.

### Introduction

The Development Trusts Association Wales ([DTA Wales](#)) supported by the National Lottery Community Fund (TNLCF) and utilising the Welsh Government's (WG) Dormant Accounts funds is embarking on a seven-year mentoring programme which focuses on climate action and sustainability, intended to unlock the collective capabilities of communities across Wales.

This builds on the [Renew Wales](#) experience – keeping at its heart a pool of increasingly confident and competent peer mentors (community members who have already embarked on action and are willing to share) - but takes a new approach to outreach and engagement to help communities of Wales respond at a pace and scale commensurate with the challenges posed by climate change. This is the decade in which to act.

As ever we look for independent and enterprising communities and this programme is about helping as many as possible to take first steps and embark on practical action. As we grow a community of hands-on practitioners so we hope a movement for change in Wales will emerge. Those wanting to grow and do more can then be supported to do so.

### The team we are looking for

If you would like to be a part of helping make Wales a sustainable nation – from the grassroots up - DTA Wales is offering a range of permanent positions:

- **Head (Joint) of Outreach & Engagement (Facilitators)** – 3 days a week @ £34,000 pro rata

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to lead this programme and specifically to build and lead the outreach work across Wales. *Note - this is a job share role with our existing Head (Joint) of Outreach & Engagement (Peer Mentors), Matt Swan.*

- **Facilitators** - we are looking for around eight individuals, each working flexibly two days a month as a team covering Wales and engaging with your communities. Open to self-employed, to those embedded in other organisations or we may consider PAYE within DTA Wales. As a guide the day rate for self-employed is £250/day.
- **Communications Manager** - 3 days a week @ £28,000 pro rata. Whilst responsible for programme communications you will also join our Senior Management Team and influence the wider communications strategy of DTA Wales
- **Administrator(s)** - two 3 day a week roles are available @ £21,000 pro rata who will between them support both this Peer Mentoring Programme and also DTA Wales' work on social enterprise development.
- **Peer Mentors** - frontline practitioners able and willing to share their learning with other communities are at the heart of this programme. DTA Wales under both the Renew Wales Programme and Social Business Wales already works with a pool of experienced peer mentors. Later in 2022 we will be working with them to incorporate them into this new Sustainable Steps Wales Peer Mentoring Programme. Employed as and when their skills and experiences are needed, they are paid on a day rate. If you feel you have something to offer and are enthusiastic about sharing your learning, then get in touch and express your interest in joining the pool.

## About DTA Wales - <https://dtawales.org.uk>

The Development Trusts Association Wales (DTA Wales) is an independent practitioner-based membership organisation promoting the work of and supporting the growing network of community enterprises in Wales.

We are a small core team but with big reach and impact as we work alongside and through our members, a large and growing pool of peer mentors and a range of experienced associates across Wales. With this small core size comes flexibility and an agility to make a real difference within this decade where communities are being challenged to play a substantial part in building sustainable futures - economically, socially and environmentally - within a climate changing world.

The Peer Mentoring programme supported by Sustainable Steps Wales forms a substantial opportunity to enable hundreds of communities to join in and make a positive difference to their locality, and when brought together as a community of practice they will help Wales achieve its

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ambitions as a sustainable nation.

This Outreach and Engagement side of DTA Wales runs alongside our work on Enterprise Development, which works to support the establishment and growth of viable community-owned asset-based businesses. Part of the Social Business Wales delivery team it also works on sustainable food, on climate change business support, on procurement and housing to name just some of its activities.

### About the Peer Mentoring programme within Sustainable Steps Wales.

The National Lottery Community Fund (TNLCF) is using Dormant Accounts money to finance a series of Sustainable Steps Wales initiatives in Wales.

1. DTA Wales has been awarded the Peer Mentoring programme
2. Running alongside this will be a Sustainable Steps Wales - Mentee Grants programme.
3. Recently open for applications has been the larger Sustainable Steps Wales - Climate Action Grants.
4. In development is a Sustainable Steps Wales young people's programme.

In early 2023 DTA Wales will be launching the Peer Mentoring programme which focuses on climate action and sustainability, intended to unlock the collective capabilities of communities in Wales.

The service will provide support and advice to community groups, charities and social enterprises on the widest possible range of ways in which they can take action on climate change and sustainability, covering both specific areas for environmental action and more general capacities to maximise their impact.

Our priority audiences will be those communities across Wales who traditionally don't engage with the climate change issue, but for whom the impacts of climate change may have the greatest impact.

This seven-year programme, which is yet to be given its public facing name, will build on a decade's experience of delivering the Renew Wales programme and will reflect the ever more pressing challenges we face now and in the coming decade. Climate change and sustainable living has become a matter for everyone, not the committed few. We have just a few short years to animate and enable a community movement within Wales taking direct action on the climate crisis.

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The programme is solely funded by the National Lottery Community Fund's *Sustainable Steps Wales - Mentoring* grant scheme  
(<https://www.tnlcommunityfund.org.uk/funding/programmes/sustainablestepswales-mentoring>)

Participating groups in this programme will be able to apply for a grant of up to £15k from this scheme.

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## Job Description – Communications Manager

**Job title** Communications Manager

**Managed by:** CEO

**Managing:** Relationships with partners and suppliers.

**Pay rate** £28,000 pa (FTE)

**Days per week** 3 days per week (0.6 FTE)  
NB - for the right candidate DTA Wales will consider offering additional days at a professional rate to help lead the comms across the whole organisation. If this is of interest enquire further.

**Term of employment** Permanent

**Hours of work** 7 hours per day. DTA Wales sets core office hours as between 10am and 4pm but offers flexibility by negotiation with line managers. Occasional working at evenings and over weekends may be required to meet the needs of the role.

**Job location** DTA Wales retains a Cardiff office. Home working - or supported to work from 'local to you office hub' - within Wales is supported.

**Travel expectations (work base)** We retain the expectation for you to be in a DTA office and part of a DTA team on a regular and reasonable basis.

**Travel expectations (role delivery)** Travel around Wales (and occasionally elsewhere in the UK) is expected as part of this role.



**Summary of role** Lead the communications work of the Sustainable Steps Wales mentoring programme to help meet programme objectives i.e. engaging hundreds of communities and enabling them to take action. Harnessing the programme's outreach and engagement functions to directly influence DTA Wales's wider communications work to be more inclusive.

Using the communications opportunities (this is a seven year communications opportunity) to both build awareness and understanding around climate change and to encourage a 'community of practice' to come together within Wales.

**Roles / responsibilities** Establish and maintain a clear visual identity for the programme, with a focus on accessibility for diverse audiences and bilingual functionality, positioning it as central to DTA Wales's outreach and engagement work.

In consultation with colleagues and partners to draw up a communications plan for the Peer Mentoring programme and to then lead its delivery.

To lead the DTA elements of the communications plan in areas around web, social media, events to drive both recruitment to the programme and, once within it, to drive engagement, sharing and learning communications.

Specifically to establish and manage the bilingual programme website and its connections to DTA Wales and partner websites and build an appropriate and engaging bilingual social media presence.

Produce high-quality communications outputs including case studies, blog posts, articles, videos and other visual products which convey the purpose and impact of the programme. Taking the lead on organising events and gatherings within the programme.

In conjunction with partners (such as EYST - Ethnic Minorities & Youth Support Team) to ensure brand and communications are designed to reach communities that don't traditionally engage with climate change issues.

Cultivate and manage distribution lists for the programme, feeding in to DTA Wales' CRM system, updating and then managing the programme's communications suppliers e.g. design and print, social media support etc.

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To develop tools and tactics of communication that harness the large and growing network of participating communities; as one part of enabling a self-sustaining Community of Practice to emerge.

In conjunction with partner Co-Production Network Cymru (who lead on monitoring and evaluation but also on engendering a Community of Practice amongst communities) to develop a medium term strategy for how such a Community of Practice might be harnessed as a grassroots communications network.

To bring ideas and opportunities around developing sustainable behaviours in to the Peer Mentoring programme and with this into DTA Wales.

To be a part of DTA Wales' Senior Management Team, ensuring this outreach and engagement programme is central to - and draws upon - other aspects of our work.

**Person specification** The successful candidate will bring with them a track record of achieving impact through effective communications and an ambition to take on a challenge of getting any - and every (?) - community in Wales engaged in the climate change issue. Able to deliver front line communications with ease it is just as important you bring an ability to think strategically about the opportunity ahead and enthusiasm for unlocking the collective intelligence of communities through communication.

**Essential** Welsh speaking.

A proven record of impactful communications in the audiences we wish to reach (communities not already engaged in climate change) or evidence of transferable skills that can achieve this.

A broad range of communications experiences from across (not all are required) design and print, social media strategies, word-of-mouth strategies, branding deployment, events management etc. Proven abilities to draw up briefs, recruit support teams and manage communications contracts.

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A knowledge - ideally drawn from experience - of developing longer-term communications strategies. Whilst we have immediate targets we need to market for, we also have up to seven years to build a community of communicators across Wales.

A strong affinity for both the power of community and awareness of the challenges of climate change. Whilst direct experience is beneficial it is not essential, however affinity and awareness needs to be evident.

Excellent written and oral communication skills.

Well organised and self motivated.

**Desirable** An active interest in the theories and practices of achieving behaviour change. Ideally, but not essentially, in the field of climate change.  
Public speaking

#### KEY DATES

**Closing date for applications** Thursday 22<sup>nd</sup> September - 4pm

**Interview / selection day** Wednesday 5<sup>th</sup> October (in-person, location t.b.c)

**Anticipated start date** As soon as available.

**Official launch of programme** Tuesday 3rd January 2023

## How to apply.

Please complete the [application form](#) and return to [info@dtawales.org.uk](mailto:info@dtawales.org.uk), with the job title in the subject line.

Please also complete an Equal Opportunities Monitoring Form: <https://forms.gle/Ci9TYWotyaP15hRN7>

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The Equal Opportunities Monitoring form is anonymous and will not be included as part of the shortlisting process. All provided information will be used for recruitment monitoring and provision of statistical data purpose only.

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Company registration no./Rhif cofrestru'r cwmni **04966246**

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