May 2021

Dear candidate,

Thank you for downloading the Job Description for the current vacancy with the Tools For The Future project, a partnership between Ethical Consumer and the Permaculture Association. Contained within this document are the job description and information about the job, including person specification. If you need any of this information in another format please contact us.

Ethical Consumer is a not-for-profit multi-stakeholder cooperative. It is also an equal opportunities employer which welcomes applications from all sections of the community, and we use name-blind shortlisting. The offices of Ethical Consumer are upstairs in a wheelchair accessible building. The Permaculture Association is a registered charity that promotes the theory and practice of permaculture in Britain and worldwide. The charity is based at offices in Kirkstall, Leeds, England, but encourages a remote team, connecting a diverse network of individuals and projects, with over 1,400 members and over 100 demonstration sites.

An awareness of and commitment to environmental and social issues, is essential for this position. The job is remote, flexible and home-based.

Please send your CV and cover letter to the address below. Your CV or cover letter must highlight 2 examples of your experience relating to the person specification and you must detail all points in the person specification that you meet.

The timetable for this recruitment is as follows:
Closing date: 12pm Monday 1st June
Short-listing: 1st - 4th June
Interviews week commencing: 7th-11th June
Starting date: Thursday 17th June

If you are shortlisted for an interview, you can request to be notified by email or telephone. You may be required to undertake a short summary exercise and bring it to the interview. We will forward more details to you prior to the interview.

This is a temporary position. This initial work contract is for 50 hours work and may be extended subject to the Tools For The Future project securing ongoing funding for phase 2 of the project.

Your application should be emailed to education@permculture.org.uk.
Background to Tools For The Future project

1. Summary of project

The Tools For The Future project is for individuals and communities who seek to make a difference by establishing more regenerative ways of living. Taking a values-driven ‘de-consumption’ approach, it will develop an online toolbox that provides an Introduction to Ethical Living. The use of the toolbox and the tools it contains will be supported through face-to-face and online training.

Please see this document for an overview of the project:
https://docs.google.com/document/d/1wfAUNOuz5mXyotXsOmr1mCZrv2w50M0bzqI2tYbSY/edit?usp=sharing

2. Key partners

2.1 Confirmed partners

● Permaculture Association (including IPEN): delivery partner – providing educational expertise and network; and a holistic approach to ethical lifestyle content;
● Ethical Consumer Research Association: content partner – providing research and evaluation expertise; and an ethical consumption network.

Job description

Job title: Behaviour Change Advisor

Location: Remote working

Hours: £2000 over 50 hours
This initial work contract is for 50 hours and may be extended subject to the Tools For The Future project securing ongoing funding for phase 2 of the project. The work will likely be split into 3 sections, with initial meeting(s) in June and July (4 hours), review and development of the project’s Theory of Change Model (20 hours) and recommendations later once the toolkit is drafted (15 hours). The remaining 10 hours will be spent completing recommendations to accompany and further the impact of the toolbox.

Responsibilities
 Developing and questioning the theory of change model created by ECRA and PAB in order to:
● Outline a set of recommendations that guide the Tools For The Future project development, to ensure it has a long term impact.
● Provide guidance to ensure the toolkit is practicable and achievable.
● Outline a set of recommendations that support the ELT project in creating communities of support via its blended (online and face-to-face) training programme.

Person specification

Essential Qualities

● Experience of developing unique Theory of Change models
● Experience of working to facilitate behaviour change.
● Equity, diversity and inclusion knowledge.
● Experience of creating communities of support.
● Background in sustainability and ethical living or achieving change for the benefit of society.
● Can work flexibly as this role may be needed at a later or earlier time than indicated.
● Work experience in both the private and third sector, i.e. has worked with consumers directly.
● Understanding of unethical behaviour.
● Ability to understand and analyse written information, and summarise it using clear and concise language.
● Excellent organisational skills and ability to meet deadlines.
● Awareness of and an interest in ethical consumption. This may include an interest in the environment, human rights, animal welfare and politics in relation to corporations.
● Ability to behave in a confident and professional manner towards colleagues, clients and other relevant contacts.
● Good computer literacy.
● Ability to work independently and as part of a team.
● Good communication skills.
● Attention to detail.

Desirable Qualities
(These are not essential qualities for this post but please let us know if you have any of the following).

● Direct experience of behaviour change considering equity and social justice.
- Experience of research and information gathering in a range of formats, including the internet and telephone.
- Experience of writing for different audiences.
- Marketing experience.
- Subscriber / community engagement experience.
- Any other skills or experiences you think are relevant to the duties listed above.

Please send a CV with references (that includes links to case studies and projects you have worked on), and a cover letter addressing all points that you meet in the person specification, max 2 pages.

Please send CV and cover letter as a document (not a pdf)
by 12pm Monday 1st June to
education@permculture.org.uk