

Unit 21, 41 Old Birley Street, Manchester M15
5RF
Tel: 0161 226 2929 Fax: 0161 226 6277
Website: www.ethicalconsumer.org
Email : education@permaculture.org.uk

September 2020

Dear candidate,

Thank you for downloading the Job Description for the current vacancy with the Ethical Lifestyle Toolkit, 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.

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.

The timetable for this recruitment is as follows:

Closing date: Sunday 4th October.

Short-listing: Week of the 5th October.

Interviews week commencing: Week of the 12th October.

Starting date: End of October

If you are short-listed for an interview, you will be notified by 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 a temporary position. This initial work contract is for 16 hours and may be extended subject to the ELT project securing ongoing funding for phase 2 of the project.

Your application should be emailed to education@permaculture.org.uk

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Background to Ethical Lifestyle Toolkit

1. Summary of project

The Ethical Lifestyle Toolkit and Training (ELT) programme 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 toolkit providing an Introduction to Ethical Living. The use of the toolkit will be supported through face-to-face and online training.

The following plan outlines the process and timeline by which the ELT project will:

- Develop, programme, pilot, assess and refine the online toolkit and supporting training.
- Create content for:
 - i. an online toolkit;
 - ii. an online support platform;
 - iii. face to face training, with supporting resources;
- Train an initial cohort of tutors;
- Initiate the roll-out of the ELT, supporting the establishing of an enjoyable, creative, self-evolving social movement.

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.

For more information on this project [see the project plan.](#)

Job description

Job title: Behaviour Change Expert

Location: Remote, home office essential

Hours : £600 over 16 hours

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This initial work contract is for 16 hours and may be extended subject to the ELT project securing ongoing funding for phase 2 of the project. The work will likely be split into 3 sections, with an initial meeting in October (2 hours), initial review and recommendations later once the toolkit is drafted (2-4 hours) and the remaining 10 hours will be spent completing recommendations to accompany and further the impact of the toolkit.

Responsibilities

- Outline a set of recommendations that guide the ELT toolkit 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 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 in the project plan.
- Work experience in both the private and third sector, ie 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.

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- 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.
- Experience of research and information gathering in a range of formats, including the internet and telephone.
- Experience of data analysis and statistics.
- Experience of writing for different audiences.
- Marketing experience.
- Subscriber / community engagement experience.
- Experience of working on issues related to Corporate Social Responsibility.
- 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, max 2 pages.

Please send CV and cover letter as a document **(not a pdf)**
by 10pm Sunday 4th October 2020 to
education@permculture.org.uk