

**Application Form**

Application for: Membership and Communications Lead

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| **SECTION 1** | | 1. **Contact details** | |
| Full name: | |  | |
| Home address: | |  | |
| Postcode: | |  | |
| Phone number(s) | |  | |
| Email address: | |  | |
| 1. **Have you any criminal convictions?** YES/NO   *If yes please send details separately marked confidential to* [*andyg@permaculture.org.uk.*](mailto:andyg@permaculture.org.uk) *This will not affect your application if not relevant to the job.* | | | |
| 1. **References**: Please give details of two referees who are willing to support your application. One should be your most recent employer, if this is not possible please provide a brief explanation. School leavers may provide tutor references. | | | |
|  | **Referee 1** | | **Referee 2** |
| **Full name** |  | |  |
| **Address** |  | |  |
| **Email** |  | |  |
| **Phone** |  | |  |
| **May this person be approached before an interview? Yes/No** |  | |  |
| **How is this person known to you?** |  | |  |
| 1. **Do you have the right to work in the UK?** YES/NO | | | |
| 1. **Declaration**: I confirm that the information provided in this application is correct. I understand that any false or misleading information may render my employment, if I am appointed, liable to termination.   **Signed:** | | | |

This cover sheet will be detached from your application prior to assessment.

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| **SECTION 2 - please keep your answers concise.** | |
| 1. **Where did you see this post advertised?** | |
| 1. **Why do you wish to apply for this post?** | |
| 1. **Please explain how your knowledge, skills and experience fit the criteria in the person specification** . *Please pay particular attention to this section as it tells us what makes you suitable for this job. Please give evidence for each point being as specific as possible and supporting your answers with examples from paid or voluntary work. If you do not have experience in some of the areas please just state this.* | |
| **Essential criteria** | **Your relevant experience** |
| * GCSE Maths and English |  |
| * Confident and effective user and manager of social media channels. |  |
| * Worked as membership, media or communications officer or manager |  |
| * Worked with a membership organisation and/or run donations campaigns. |  |
| * Editing and producing newsletters, journals or similar publications |  |
| * Managing websites, optimising content and writing for the web. |  |
| * Development and implementation of communications strategies. |  |
| * Experience of Email marketing. |  |
| * Excellent digital skills, including using collaborative technologies. |  |
| * Competent in video production and post-production. |  |
| * Competent in graphic design using Canva. |  |
| * Knowledgeable about permaculture, environmental challenges and sustainability more widely. |  |
| **Desirable criteria** | **Your relevant experience** |
| * Media related qualifications (particularly media, video, graphics, business) and/or * Permaculture certificate or diploma |  |
| * Management of CRM platform such as CiviCRM. |  |
| * Promotion of festivals or events. |  |
| * Promoting online learning and courses |  |
| * Managing a staff member or small team |  |

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| **SECTION 3** |
| 1. **Please copy and paste your CV below (maximum 3 pages)** |
| 1. **Closing date**   **23:59 p.m. 27th May, 2024.**However, we may shortlist and hold interviews on a rolling basis and/or close the process earlier if there is a high volume of applications so we encourage you to apply promptly. |
| 1. **Submitting your application**   Please send this form together with the equal opportunities monitoring form via email to [recruitment@permaculture.org.uk](mailto:recruitment@permaculture.org.uk). **Please send it in: .doc, .docx, or .odt format.** |
| 1. Your privacy is important to us. If you are unsuccessful in your application, we will hold your information for up to 6 months after the post has been filled before disposing of it. If you would like to join our e-bulletin to hear about future job opportunities and other permaculture news, you can [subscribe online](https://confirmsubscription.com/h/y/12EAC6FD15E6C768). |

### *INSERT CV here*