



The countryside charity
Lancashire, Liverpool City Region
and Greater Manchester



Made possible with

**Heritage
Fund**

CPRE Project Lead - GM Ringway (fixed-term 50% FTE for 21 months)

CPRE fights for a better future for the countryside. We work locally and nationally to protect, shape and enhance our beautiful countryside and green spaces for everyone to value and enjoy.

At CPRE Lancashire, Liverpool City Region & Greater Manchester, we have an exciting opportunity to lead a new project funded by the National Lottery Heritage Fund to implement the GM Ringway, Greater Manchester's new walking trail. This is an ambitious, ready-to-deliver project that will connect the 2.8 million residents of all ten Greater Manchester boroughs with the natural and cultural heritage on their doorstep. Green in every way, all 20 stages of the varied and beautiful 300-km route have been designed to be accessible by public transport.

The project is fully aligned with CPRE's aims and also supports a number of identified policy initiatives at the Greater Manchester level, notably in terms of reducing health inequalities, creating a "Green City-Region", and boosting economic recovery from the pandemic.

The project will enable the GM Ringway trail to be properly established as a permanent resource for the city-region. Project elements include:

- engaging a wider range of people in walking, nature and heritage
- on-the-ground signposting of the trail
- user-friendly mapping and directions
- digital resources (website and app)
- establishing a 'trail passport' scheme to promote use of the trail and boost revenues for heritage attractions and businesses
- establishing a large-scale volunteer and partner network
- putting in place structures to maintain project benefits over the long term
- monitoring and reporting project benefits.

Main purpose of the role:

The postholder will take overall responsibility for delivery of the GM Ringway project while also leading on specific elements of the project plan.

Main responsibilities:

- Managing all aspects of the project with support from the Project Officer, Community Engagement & Initiatives Officer, and the CPRE executive and trustees
- Line manage the Project Officer, Community Engagement & Initiatives Officer
- Route refinement and development
- Partnership management
- Marketing and promotion

- Liaison with the GM combined authority, the 10 local authorities and other key stakeholders
- Delivering the trail 'passport' scheme, particularly in terms of recruiting local businesses and heritage attractions
- Working with external suppliers on digital delivery, signposting, mapping and PR
- In conjunction with the Project Officer, ensuring the longevity of project benefits by establishing a post-project management structure for the GM Ringway trail and identifying further funding for the trail itself and for spin-off projects

Required skills and competencies:

- Experience in successfully delivering innovative and effective projects in either the private or public sector
- A detailed knowledge of the social, economic and physical geography of Greater Manchester
- Familiarity with walking and the wider outdoor activity and active travel environment, particularly within Greater Manchester
- Knowledge of mapping, digital tools and other resources in the field of walking for recreation and active travel
- Marketing management skills, ideally evidenced by a formal qualification and specific experience
- Established contacts with stakeholders and potential partner organisations in the local government, activity/public health, and environmental sectors (or the proven ability to establish these within a short time frame)
- Strong teamwork and communication skills, enabling the candidate to act as 'the voice and face' of the GM Ringway trail

Essential

- Project planning and delivery to meet standards and deadlines
- Problem solving, especially in the context of overcoming obstacles to project delivery
- Innovation and creativity in delivering outcomes
- Identifying, engaging and collaborating with stakeholders to deliver a project
- Communicating effectively in writing (including marketing briefs and project reports)
- Communicating effectively in person, especially externally facing, so as to be able to act as 'the voice and face' of the GM Ring way trail
- Building and leading a team, including motivating team members to perform at their best and supporting them in delivering their contribution
- Marketing management skills, ideally evidenced by a formal qualification and specific experience
- Knowledge of the social, economic and physical geography of Greater Manchester
- Familiarity with walking and the wider outdoor activity and active travel environment, particularly within Greater Manchester
- Knowledge of mapping, digital tools and other resources in the field of walking for recreation and active travel

Desirable

- Established contacts with stakeholders and potential partner organisations in the local government, activity/public health, and environmental sectors (or the proven ability to establish these within a short time frame) in Greater Manchester

Key Employment Terms

- Part-time role of 2.5 days per week (50% part-time). Salary of £18,000
- Home-based, flexible working
- You need to travel to trainings, meetings and events. Occasional evening and weekend work may be required. All reasonable travel expenses will be paid
- 21 month role. 6 month probation.

Contact details:

If you are interested in this role, please email a CV (maximum 2 pages of A4) and covering letter (maximum 2 pages of A4) setting out how you meet the requirements of this post to:

info@cprelancashire.org.uk

For more information on this role, please call 01772 378831, email

info@cprelancashire.org.uk, or visit our website: <http://www.cprelancashire.org.uk/>

Closing Date: 01 August 2022

The English countryside is wonderful - help us look after it.