



Campaign for National Parks **AMBASSADOR**

ROLE DESCRIPTION


CAMPAIGN for
NATIONAL PARKS


YMGYRCH y
PARCIAU CENEDLAETHOL



Gwnaed yn bosibl gan

**Cronfa
Treftadaeth**

Made possible with

**Heritage
Fund**

ABOUT CAMPAIGN FOR NATIONAL PARKS

Campaign for National Parks (CNP) is the only independent voice for National Parks in England and Wales. It's our job to fight for the National Parks, for the wildlife and the people who call them home, and fight on behalf of everyone across the nation, for whom our National Parks were created. We believe that thriving National Parks are fundamental to halting biodiversity loss and nature recovery, tackling the climate emergency and helping the nation through a health crisis, by ensuring access for all, no matter their race, class or background.

Our organisation has a proud history, dating back to campaigning for the creation of National Parks. If you want to help us develop the next chapter of our story to save some of the world's most awe-inspiring places, CNP wants to hear from you.

We recognise that National Parks and the environment sector are under-represented by people from ethnic minority and low-income backgrounds, LGBTQ+ and disabled people and we want to change that. So, we especially welcome candidates from these backgrounds following best practice in equality, diversity and inclusion.

ABOUT THE ROLE

The purpose of an Ambassador for CNP is to help raise the profile of our organisation and connect with diverse audiences. Our Ambassadors will be dynamic and engaging and the role will be mutually beneficial, where we give Ambassadors a platform for their own voices and causes, in return for volunteering with us.

We are looking for Ambassadors on a fixed term arrangement for a year with the opportunity for extension if mutually agreeable as we appreciate priorities may change and you may seek to support us in new ways thereafter!

Ambassadors will join a network we hope to create in National Parks across England and Wales, championing our work and inspiring others to join our cause. As a forum, we welcome diverse views, discussion and disagreement, but ambassadors are required to agree with our principles and support our aims.

OBJECTIVES AND TASKS

- A key part of the role is to help us further the reach & engagement of CNP by using your digital platform and channels to influence others with our work, supporting our digital campaigns and fundraising appeals across the year.

- When appropriate, you may be invited to "take-over" the CNP digital channels to help with our messages.

- On occasion, you may be asked to talk to the media, either recording messages, providing quotes etc. We'll ensure you receive training or support to do so from our communications team and only if you're happy to do so.

- On occasion, you'll be invited to attend some of our key annual events including, but not limited to the Park Protector Awards and National Park Society Conferences.

- We'll be looking for your support with your local MP and their representatives to help support our profile and raising awareness of relevant campaigns we may be running or to share publications we produce.

- If you are happy to do so, you may be invited to represent CNP at local events and on occasion speak about our cause if you have experience in public speaking and are comfortable doing so.

- You will be invited to provide written articles of your National Park experiences for news items, magazine articles, blogs, CNP socials etc.

- Share videos of work and campaigns from your National Park – e.g. providing reel videos.

- Represent CNP at local events to your National Park and provide feedback to your CNP contact.

- Provide feedback on certain areas of our work – e.g. policies, publications if connected to your area of interest or expertise.

- Appear on our website as an ambassador (bio to be provided by yourself).

This list is not exhaustive but gives you a flavour of some of the elements of the role of an Ambassador for CNP.

ESSENTIAL SKILLS AND EXPERIENCE

- Ability to communicate your passion for National Parks and articulate the huge impact Campaign for National Parks has and speak passionately about our work.

- Able to build relationships, working in partnership and able to motivate others about the CNP mission.

- A level of expertise in your local National Park and if possible, the environment, climate and nature.

PERSONAL/ PROFESSIONAL DEVELOPMENT

For Ambassadors starting out in their career and because this is a mutually beneficial role, we're keen to ensure you get as much out of the experience as possible. This may include (but is not limited to):

- Job shadowing
- Training opportunities
- Professional development advice
- CV/application support
- Deeper connections across the sector

WHY JOIN CAMPAIGN FOR NATIONAL PARKS?

A BIT MORE ABOUT US

We are a historic organisation: we called for the first UK National Parks over 80 years ago to ensure the workers had access to land and that the most beautiful parts of the country were held in trust for the nation, protected from urbanisation and development. But today's challenges are significantly different: we need new laws and new actions to protect National Parks and help them thrive. Today, National Parks are enjoyed by millions from all backgrounds, but access remains unequal and our important work includes championing diversity outdoors, building on from the Mosaic programme we launched over a decade ago. We are a small and dynamic organisation, totally focused on campaigning for change to protect our National Parks, enhance nature in them and enable inclusive enjoyment of them.

OUR VISION: Nature rich National Parks for everyone

OUR MISSION: To inspire action for wilder, inclusive National Parks

OUR VALUES

- Courageous and bold
- Collaborative and inclusive
- Constructive and dynamic
- Credible and trusted

To find out more about us, check out our current [strategy](#) via our website.

OUR BENEFITS

Being a small organisation, everyone in the team has a big say in what we do and how we do it and you can be part of this and help our important work make a real difference.

You will be supported by friendly and committed staff at CNP.

Your development is extremely important to us, and we will support you to learn and progress your career.

Our agility and size means that you will spend your time making things happen 'in the world' and you will get to visit some of the nation's most beautiful places.

We will ensure that the way we manage volunteers is supportive, inclusive and in line with our policies and procedures. As part of the induction process, volunteers will be informed about, and provided with, access to all relevant policies and procedures.

Travelling expenses will be reimbursed when out and about on CNP business.

The following table provides some details of what people can expect when volunteering and the responsibilities of both volunteers and Campaign for National Parks.

Volunteers can expect to:	Campaign for National Parks expects volunteers to:
Know what is and what is not expected of them	Be reliable
Have adequate support in their volunteering	Be honest
Receive recognition and appreciation	Respect confidentiality
Know their rights and responsibilities if something goes wrong	Make the most of the training and support opportunities
Have safe working conditions and be insured	Carry out tasks in a way that reflects the aims and values of the organisation
Receive relevant out of pocket expenses	Work within agreed guidelines
Receive appropriate training	Respect the work of the organisation and not bring it into disrepute
Be free from discrimination	Comply with the organisations policies and procedures
Be offered the opportunity for personal development	Raise any issues of concern as soon as it is convenient to do so

LOCATION

We operate a 'hybrid' working arrangement and staff are either based from home or from our London office, based in SE1 near London Bridge and Borough stations, and work from both.

Ambassadors would be expected to be home-based and/or to travel across their local National Park and on occasion across England or Wales attending events or conferences for example which will be agreed with you well in advance.

Campaign for National Parks welcomes candidates from diverse backgrounds, including those with disabilities, and we can make reasonable adjustments to suit, for all areas of the role requirements.

HOW TO APPLY:

We recruit new ambassadors to our programme all year round, so we welcome applications at any time. You can apply by filling out and submitting the application form on our website and we'll respond to your application as soon as possible - thank you!

CONTACT:

For further information, contact Anna Bedford, Programme Manager.

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Our Ambassador Ruth in the Yorkshire Dales National Park

