

## Community Enterprise Volunteer



**Would you like to know more about running a social enterprise, while making a real difference to people's lives and health, and receiving support along the way?**

Please join Organiclea's Box and Stall team in a new volunteer role.

We are looking for someone who is keen to develop skills in running a small community enterprise, especially marketing and publicity. You would also be interested in learning more about local food systems which represent a real alternative to current destructive practices.

We do not have all the answers but are happy to share what we know about what has worked and not for our enterprise in the last four years. We are skilled communicators and trainers and will support you in your work with us.

This role would suit a student of community business, enterprise or environmental studies or someone local looking to start up their own enterprise. You may be planning a project or coursework which you could complete during your time with us.

1 or 2 days a week, Wednesday and/or Saturday.

Based at the Hornbeam Centre E17, and around Waltham Forest

We would expect that in order to get the most out of this role you would be with us for 4 months.

### **More about Organiclea**

Organiclea began in 2001 with the idea that more food can and should be grown locally in London – and that it is better to work with others than alone. Its beginnings were as a group of fellow growers on an acre of once-derelict allotment land, and we still have that site. **We are now a worker's cooperative with ten members and many other volunteers, friendly customers and partners taking an active role in what we do.**

In the last four years we have grown three strands of work with a combination of funding and enterprise development: growing food, distributing what we and others have grown, and supporting people to grow their own. We now have a twelve acre growing site, run a small box scheme and regular stalls and work with other community groups to run supported local growing projects.

## **More about your role**

**You will be involved in a role that is core to the running of our Saturday community stalls, and the midweek box scheme:**

- Setting up, serving on and packing away the Saturday Stalls; either at Baker's Arms E17 or Leytonstone E11
- Packing produce as part of the Wednesday box scheme
- Delivering produce: to stalls, small pick-up points and our growing site

**You will also take on specific tasks relevant to this role; these will depend on what learning you would like to get from being with us and what we are able to support you with. They will need to fit with the agreed requirements of Organiclea's distribution systems.**

- Researching 'ethical' marketing and which potential plans fit with Organiclea's mission
- Finding out what all projects' plans are and how they wish to communicate and market them
- Presenting ideas for new publicity and marketing to Organiclea sub groups in a creative way; carrying out actions that the co-op finds consensus on.
- Finding practical solutions for all stalls' publicity– stating our message clearly but easy to use from week to week.
- Researching possible new product lines and local producers
- Carrying out customer evaluations and consultations

## **Organiclea will offer:**

- Coaching: in all aspects of our distribution at the Hornbeam, your personal goals, next steps for you
- Guided explanations of all our projects including our growing site in Chingford - Hawkwood.
- Appropriate learning in marketing and publicity or support to link your practical work with us to current study you are completing.

## **Person specification:**

**The ideas we have for this role would require a volunteer that meets a high number of the following points:**

- A keen interest in sharing Organiclea's vision and building our distribution enterprises
- An understanding of Organiclea's ethical stance and an ability to tailor communications to it.
- Commitment to organic, seasonal, quality fresh food with an ability to inspire others in the importance of supporting those who produce it.
- Able to communicate plans clearly to the rest of the co-op and receive input and guidance about them.

- Listening skills: ability to hear co-op members' ideas and take them on board
- Experience of dealing with a wide range of people and community groups
- An understanding of the challenges and rewards of running an ethical enterprise in the local area around Leyton and Leytonstone
- Experience of working alongside volunteers and/or a demonstrable understanding of the benefits and challenges of involving volunteers
- Ability to work on own initiative and as part of a team
- Computer literacy
- Strong organisational and time management skills
- Ability to cycle with a trailer or willingness to learn
- Full driving licence
- Commitment to cooperative principles, and to the responsibility of running a cooperative
- Willingness to abide by Organiclea's Equal Opportunities Policy

Interested? Please email [box@organiclea.org.uk](mailto:box@organiclea.org.uk) introducing yourself.  
To apply: send us a side of A4 explaining **how you meet each aspect of the person specification, and what particularly interests you about this role by January 30<sup>th</sup> 2012.** We look forward to hearing from you!