



**LANDMATCH
ENGLAND**



LESS Promoting
Sustainable
Living

NW Regional Coordinator Job Description & Person Specification

Hours: 0.6 FTE / 22.5 hours per week

Duration: 12 months

Location: Hybrid working with LESS and Landmatch England

Working Days: TBA, but ideally to include Mondays and Wednesdays

Responsible to: Landmatch England Central Coordinator

Payment: £30,000 pro rata / equating to £18,000 for 22.5 hours per week

Start Date: 1 October 2025

The Regional Coordinator role will entail:

- Reviewing and approving registrations from landseeker and land-holders
- Provide 1:1 support remotely to ensure that registrations are complete and support in ensuring business plans are completed
- Communicating and supporting land seekers and landowners throughout the matching process
- Signposting to regional support including peer-to-peer networks, training, routes to markets and business advice
- Organise a regional peer learning day with support of central coordinator
- Facilitate peer connections through a whatsapp or social media group
- Attend weekly catch up team meetings on Zoom with regional landmatch coordinators, communications lead and central coordinator
- Developing and supporting the development of resources for Landmatch
- Developing and supporting communications for the project on a regional and national level, alongside the national Communications Lead
- Facilitate and support meetings between potential matches including travel to some sites
- Being a champion for the Landmatch England service - attending relevant regional and national events to promote the service and / or run activities
- Brokering initial calls to legal or finance providers on behalf of landseekers to check credentials, get a named contact and introduce the project, to support landseekers in being ready for first meetings
- Providing regular updates and providing support and assistance to other regional coordinators, communications lead and the central coordinator
- Capture key learnings throughout the project and suggest any service alterations to the steering group for approval and action

- Gathering and collating information and statistics for evaluation and funding opportunities including ongoing iterative learning and contribution to the development of the service through the coordinator and steering group
- Monthly reporting to the central coordinator for the steering group
- Retain records to enable effective evaluation
- Liaise with and provide any requested information to project evaluator
- Other duties as necessary

Person Specification

We are looking for someone with the following skills and experience:

Essential:

- Strong communication and facilitation skills
- Research and writing skills
- Experience and ability to develop work plans, work autonomously, self-manage, organise and to evaluate and report on work done
- Skilled in using multiple communication tools
- Understanding of why a landmatch service is important and what it could achieve
- An understanding of the current challenges to an agroecological food and farming system
- An understanding of farming and land access/management
- The ability, enthusiasm and experience to work with and actively support people across the range of lived experiences, identities and socio-economic backgrounds
- Experience of project and budget management
- Regional knowledge around food and farming support organisations, training and contacts to enable effective signposting for landseekers and landowners

Desirable:

- Experience of generating funding and / or income
- Experience of updating WordPress websites.
- Experience of working in the food, farming or land sector
- Understanding of agroecology
- Understanding of issues and barriers around accessing land
- Experience of working on projects that bring together actors from a range of different and potentially conflictual backgrounds
- Experience of working with people and understanding a range of different communication cues
- Experience of teaching or passing on information
- Excellent written and spoken english

The aims of the role will be:

- To support Landmatch England in achieving its target of 300 registrations across England in 12 months with a high number being in this region.
- Deliver an operational landmatch service in the North West region with support of the Landmatch England steering group and other coordinators.

Background

The Landmatch England working group which has representation from Landworkers' Alliance, CSA Network, Shared Assets, The Institute of Agriculture and Horticulture and Tamar Grow Local CIC have been meeting regularly since August 2023 to research and develop a land matching scheme for England.

England does not currently have a centralised land matching service to support land-holders in leasing or releasing land, or to advertise opportunities. For landseekers, it can be difficult to find out about opportunities, or to find signposting for training or business skills which can help prepare them to take on land when the right opportunity arises.

We have learnt from our research and pilot landmatch service in the South West that relationship building, trust and local knowledge are also absolutely essential in this process and so our approach differs to previous land match services in that it takes a regional hub approach to benefit from local knowledge and support. To aid with knowledge pooling, efficiency and best practice, regional hubs will be supported by a national platform and resource bank. The service will also have specific work streams around land justice issues. Furthermore, regional workers will be able to offer wider support, training and advice which will help enable people to access land.

Our partnership is uniquely placed to deliver this project as working group members have land access, new entrant support and land justice work embedded within their organisations and we have wider input from 29 other organisations working to transform food and land-use systems.

Tamar Grow Local CIC on behalf of the working group has now received funding from Esmée Fairbairn Foundation to roll out a landmatch service further by launching a regional service in the North West of England whilst also continuing work started in the South West.

Our aim is to demonstrate the need for this service and attract further funding to continue this role as well as roll out to other regions whilst also raising contributing funds from income

generation. We will also register Landmatch England as a CIC so that the project can become its own entity in 2026.

Application process

Applications should be via email to rachaelforster@tamargrowlocal.org with a cover letter (two pages maximum) your curriculum vitae (CV) and details of two referees by noon on Thursday 31st July.

If you are short-listed for an interview, you will be notified by email Monday 11th August by midday. Interviews will take place on Wednesday 27th August.

References

Please provide the names and contact details of two people who can provide references. One should be from your current or most recent employer. Please provide the name of the refer, the organisation that they work for, their position/role within that organisation and contact details (phone and email).

Clarification & Queries

For further information please contact us at rachaelforster@tamargrowlocal.org

Confidentiality

Please note any information you provide will be treated confidentially and only reviewed by land match working group members.