



CULTIVATING CHANGE IS APPOINTING AN 'ACTIVATION MANAGER'

June application for October 2026 start
(12month FTC)



INTRODUCTION

Location: Flexible / work from home / Cambridge office

Hours: 1-2 days per week (delivered with some mutually acceptable flexibility)

Arrangement: 12-month FTC (with potential for extension depending on funding)

Salary: £15,500

Reporting to: Rosie Ferrandino and Sal Nye, Co-Founders

Start Date: Mid-October 2026

About the Charity

Cultivating Change engages communities through gardening and growing to support mental health. Our work is locally rooted, building trusted relationships with schools, individuals and community groups to deliver long-term, sustainable change.

Right now, mental health issues among all age groups, but especially children and young people, are at a crisis point. Gardening offers a simple yet powerful solution - reducing stress, improving wellbeing, and creating a sense of connection and purpose.

Through two flagship programmes, *Cultivate & Educate* and *Cultivating Change in the Community*, we work with schools, hospitals, charities and community groups to deliver:

- Community events
- Seed donations and resource provision
- Virtual advice, resources and signposting
- Co-designed garden builds
- Staff and volunteer training
- Workshops and assemblies

Ultimately, as well as expanding these programmes the aim is to advocate for policy change and work with educational and healthcare leaders to integrate gardening into mainstream mental health and wellbeing strategies.

Founded in 2022, the charity is entering a key phase of growth as it approaches its fifth year in 2027.



PURPOSE OF THE ROLE

The Activation Manager will play a central role in our charity's growth combining community engagement, partnership development and volunteer programme leadership to ensure the charity can effectively respond to growing demand and deliver high-quality projects.

You will be responsible for:

- Building strong relationships with community partners
- Developing and managing a structured volunteer programme
- Coordinating projects and ensuring successful delivery on the ground

Working closely with the co-founders, this role will help scale the charity's reach while maintaining a high-quality, community-led approach.

It is worth noting that the calendar of activity for the charity is typically as follows:

- September – February: volunteer recruitment and onboarding, project set up
- February – April: initial project co-ordination and facilitation
- April – July: peak project delivery

KEY RESPONSIBILITIES

1. Community Engagement & Partnerships

- Build and maintain relationships with schools, charities, community groups and local organisations
- Act as a key point of contact for external partners
- Gather insights from partners to inform future programme development

2. Volunteer Programme Development & Management

- Design and implement a structured **volunteer recruitment, onboarding and management programme**
- Develop volunteer recruitment strategies and outreach materials
- Build and maintain a strong, diverse and reliable volunteer pipeline
- Develop and deliver volunteer induction and training processes
- Establish systems for scheduling, communication and tracking volunteer involvement
- Foster a positive, inclusive and supportive volunteer culture



KEY RESPONSIBILITIES CONTINUED...

3. Project Coordination & Delivery

- Coordinate projects with partner organisations to ensure smooth delivery
- Align project plans with organisational capacity and priorities
- Ensure volunteers are effectively deployed and supported across projects
- Monitor delivery and help ensure a high-quality experience for participants and partners

4. Community Outreach & Activation

- Raise awareness of the charity's work and impact
- Encourage participation from both partners and volunteers
- Help ensure strong connections between volunteers, partners and programme outcomes

5. Strategic & Operational Support

- Provide insight and feedback to support organisational growth
- Help prioritise opportunities based on impact and capacity
- Contribute to developing scalable systems for partnerships and volunteer engagement

PERSON SPECIFICATION

Desirable:

- Experience in **community engagement, partnerships, or volunteer management**
- Strong interpersonal and relationship-building skills
- Ability to design and implement **structured processes and systems**
- Excellent organisational and coordination skills
- Strong written communication skills (e.g. creating guides or training materials)
- Ability to work independently in a small, growing charity
- Desire to make a difference
- Passion for **community wellbeing, nature or gardening**
- Understanding of the role of nature in **mental health and wellbeing**



WHAT WE OFFER

- An opportunity to shape the growth of an early-stage charity
- The opportunity to create real impact in mental health and community wellbeing
- A flexible, meaningful role with autonomy
- The chance to build both partnerships and a thriving volunteer community
- A friendly, supportive and purpose-driven team

CONTRACT & APPLICATION DETAILS

This Fixed Term Contract is offered for an initial 12 months with potential for extension subject to funding and organisational needs.

This would likely be an annualised hours contract meaning an agreed number of hours across the year (averaging 1-2 days per week), but with weekly hours varying according to workload and bearing in mind quieter periods such as school holidays. Final contractual details would be confirmed prior to appointment.

To apply, please submit a covering letter of up to 500 words as to why you feel you are a good fit for the role, together with a CV to Cultivating Change's Co-Founders, Sal and Rosie:

sally.nye@cultivatingchange.co.uk

rosie.ferrandino@cultivatingchange.co.uk

Application deadline: 30th June 2026

