CORNWALL BUILDINGS PRESERVATION TRUST

Building Connections

Recruitment Pack

Communications and Engagement Co-ordinator

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1. Introduction

About The Cornwall Buildings Preservation Trust (CBPT)

Overview

CBPT is a small enabling charity that promotes skills training, education, and volunteering opportunities associated with the care and regeneration of historic buildings. The Trust has a county-wide mission to save, conserve and re-purpose buildings whose future is at serious risk. We provide informal free advice to owners of buildings at risk and to not for profit/community groups interested in taking on such buildings. Our track record of successful project works spans nearly 60 years – full details on our website: https://cornwallbpt.org.uk/.

Governance

The Trust was established at the instigation of Cornwall County Council in 1973. It is a registered charity and Charitable Incorporated Organisation. The Board of Trustees includes two Cornwall Council Elected Member representatives. Other Trustees are all volunteers who bring a range of technical skills to the Trust. Our CVs are on our website.

How we operate

CBPT is a lean organisation with a low carbon footprint. We are the custodians of the Grade 1 listed medieval Duchy Palace in Lostwithiel which provides our core income of £8,500 from letting for business use. Overheads are minimised by conducting our business online and not maintaining a physical office. Whilst the Trust is small in terms of its financial reserves and unrestricted income, its volunteer Board punches above its weight; we have the dedication and niche skills required to commission, oversee and deliver successful projects.

There are no permanent paid staff. Trustees carry out some operational duties themselves and employ specialist contractors to deliver corporate support/ building services. Specific, time limited projects are usually externally funded by grants and delivered under the direction of a dedicated Steering Group. This will be the case for the Building Connections Project.

Current Priorities

The Trust is seeking new capital project opportunities in places of greatest heritage and socio-economic need. Bodmin and Launceston town centres are of particular interest. Here we are looking for significant commercial, industrial or institutional buildings that could be conserved and re-purposed for long term business or community use and act as catalysts for wider regeneration.

At the same time, we want to transition from a technically skilled but low-profile organisation to become more outward facing and more widely known. Building Connections is designed to enable to the Trust both to better fulfil both its educational objectives and raise our profile as a useful and beneficial organisation.

CB PT CORNWALL BUILDINGS PRESERVATION TRUST

2. Communications and Engagement Co-ordinator

Job advertisement

Building Connections project — Cornwall Buildings Preservation Trust

Help connect people, skills and opportunities with Cornwall's built heritage

Cornwall Buildings Preservation Trust is seeking a creative, organised and engaging communications professional to develop and deliver communications for its **Building Connections** project. Working with the Project Coordinator and Board of Trustees, you will help raise the profile of the Trust, build relationships across Cornwall and bring the project's work to life.

You will communicate the value of heritage conservation, the careers and skills it needs, and the opportunities for people to get involved. This is a varied role for someone who enjoys creating content, building partnerships and supporting community engagement.

What you'll do

- Develop and deliver a practical communications strategy for the Building Connections project
- Create compelling content for social media, the website, newsletters, press releases and promotional materials
- Build relationships with education providers, project partners, community organisations and local media
- Support stakeholder consultation, events and engagement activities
- Work with the Project Coordinator and Digital Consultant to maintain accurate contacts and support effective use of Salesforce and related communications tools
- Keep funders, partners and stakeholders informed about project activity
- Monitor communications performance and report on engagement and outcomes

What we're looking for

- Experience in communications, digital content and engagement
- Excellent writing skills and the ability to adapt messages for different audiences
- Confidence using social media, website content management and digital communications tools
- Strong relationship-building and organisational skills
- Experience of supporting events, consultation or community engagement

- A genuine interest in Cornwall's heritage and the people and skills needed to care for it

Experience in the heritage or voluntary sector, graphic design tools, CRM systems such as Salesforce, and email-marketing platforms would be valuable.

Role details

- **Location:** Cornwall — remote working
- **Fee:** £5,570 for the 18-month appointment
- **Contract:** 18-month fixed-term appointment, subject to confirmation of grant funding; any extension would depend on further funding and is not guaranteed
- **Reporting to:** Board of Trustees, working closely with the Project Coordinator
- **Closing date:** 4 January 2027
- **Shortlisting:** Week commencing 11 January 2027
- **Interviews:** Online, week commencing 18 January 2027
- **Anticipated start:** Late January 2027, subject to funding confirmation

How to apply

Please send your CV and a supporting statement of no more than one A4 page, explaining how your experience meets the role requirements, to: trustees@cornwallbpt.org.uk

Full job description and person specification: https://cornwallbpt.org.uk/

For an informal conversation about the role, contact Jo Dean: jo.dean@cornwallbpt.org.uk

CORNWALL BUILDINGS PRESERVATION TRUST

Job Description

Title: Communications and Engagement Coordinator for Building Connections Project.

Commissioning Organisation: The Cornwall Buildings Preservation Trust (CBPT)

Fee: £5,570. Payments to be arranged at agreed intervals, verifiable by time sheets.

Working Hours: The budget allows for 26 days' part-time work spread over an initial period of 18 months. Most work will be online from home. The successful candidate will be expected to work flexibly. The project is Cornwall-wide and there will be occasional in person work for careers/community events which may be at evenings and weekends.

Funding: This position is subject to confirmation of grant funding. It is anticipated that further grants will be secured to enable increased hours and/or to extend the role at the end of the initial period., but this is not guaranteed.

Overview

The Building Connections project follows on from pilot outreach work undertaken last year for the Ertach Kernow Cornish Heritage EXPO 2025: *Conservation in Action*, when the Trust took part in the Schools Careers Day. During 2026, extensive development work has been undertaken for the Building Connections project including the preparation of a detailed engagement plan.

The Communications and Engagement Coordinator (CEC) will play a vital role in promoting and delivering Building Connections whilst enhancing CBPT's public profile. Through developing meaningful connections with education providers in Cornwall, the project will add value to the promotion of existing career information and opportunity provision, raising awareness of much-needed career areas and progression routes. The CEC will be responsible for developing and implementing a comprehensive communications strategy, managing social media platforms, and coordinating engagement initiatives. The role reports to the Board of Trustees through the Trustee Project Steering Group. The CEC will work closely with the Project Coordinator to ensure that CBPT's message and mission are effectively communicated to relevant target audiences. They will play a crucial role in raising awareness of CBPT's work by fostering interest in and support for building heritage conservation in Cornwall.

Responsibilities

1. Communications Strategy Development:
    - Develop and implement a comprehensive Communications Strategy and Action Plan for the Building Connections project, in consultation with the Project Coordinator and the Board of Trustees.

- Ensure all communications align with the Trust's mission, values, and overall strategic objectives.
- Regularly review and update the communications strategy to reflect changing needs and opportunities.

2. Social Media Management:
- Initiate a campaign across relevant social media channels to support the project delivery whilst raising awareness of the Trust and its mission.
- Create engaging content that promotes the Building Connections Project, CBPT's activities, projects, and heritage conservation messages.
- Monitor social media engagement and respond to enquiries in a timely manner.

3. Maintenance of CRM system:
- In conjunction with the Project Coordinator and Digital Consultant, develop and maintain the Salesforce CRM system ensuring the Trust can effectively manage contact interaction
- Data management and accuracy
- System administration, including initiating backups
- Integration with outbound systems such as Mailchimp

4. Schools and Community Engagement: Plan and coordinate schools and community engagement activities, including events, workshops, and public consultations.
- Develop relationships with schools, local community groups, and other relevant organisations.
- Identify and implement new volunteering and learning opportunities related to CBPT projects.

5. Content Creation:
- Produce high-quality written content for various channels, including website, newsletters, press releases, and social media.
- Collaborate with the Digital Consultant and trustees to ensure website content is up-to-date and engaging.
- Develop promotional materials for the Building Connections project and CBPT initiatives as required.

6. Media Relations:
- Serve as the primary point of contact for media enquiries
- Cultivate relationships with local and regional media outlets.
- Prepare press releases and organise media events as needed.

7. Stakeholder Communications:
- Contribute to communications with key stakeholders, including funders, partners, and local authorities.
- Produce regular updates and reports on the project and CBPT activities for various audiences.

8. Project Support:
   - Work closely with the Project Coordinator and trustees to support stakeholder consultation and engagement aspects of the project and associated activity as required.
   - Assist in organising and promoting events related to the Building Connections project.

9. Evaluation and Reporting:
   - Monitor and evaluate the effectiveness of communications and engagement activities.
   - Prepare regular reports on communications and engagement outcomes for the Board of Trustees and Project Coordinator.

Person Specification

Qualifications and Skills:

- Proven experience in communications and community engagement, preferably in the heritage or non-profit sector.
- Excellent written and verbal communication skills, with the ability to adapt messaging for different audiences.
- Strong understanding of social media platforms and digital communication tools.
- Experience in organising and facilitating schools' careers and community events and consultations.
- Knowledge of the heritage sector and conservation issues is desirable.
- Proficiency in graphic design software and content management systems.
- Excellent interpersonal skills and ability to build relationships with diverse stakeholders.
- Strong organisational skills and ability to manage multiple projects simultaneously.
- Passion for heritage conservation and community development.

CORNWALL BUILDINGS PRESERVATION TRUST

3. Summary of Building Connections Project November 2026 (for funders)

Applicant: THE CORNWALL BUILDINGS PRESERVATION TRUST, Registered Charity No: 266880

Contact: Georgina McLaren, Trustee and Secretary E mail: trustees@cornwallbpt.org.uk

Project for which a donation is sought: *Building Connections*

About Us:

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CBPT is a lean organisation with a low carbon footprint. We are the custodians of the Grade 1 listed medieval Duchy Palace in Lostwithiel which provides our core income of £8,500 from letting for business use. Overheads are minimised by conducting our business online and not maintaining a physical office. Whilst the Trust is small in terms of its financial reserves and unrestricted income, its volunteer Board punches above its weight; we have the dedication and niche skills required to commission, oversee and deliver successful projects. We don't have permanent paid staff and instead use specialist contracted resources to deliver corporate support/ building services and enable projects under the direction of designated Trustee working groups. There are high levels of trust and co-operation between our Trustees.



Our most recent project – *Tackling Climate Change at Duchy Palace* – combined capital works with learning and qualification opportunities for undergraduate interns, building trades workers and young professionals. The £300,000, 3-year project was funded by the UK Government and National Lottery Heritage Fund. Trustees contributed 2,250 hours of their time.



We are currently working with local community groups in towns of greatest socio-economic and/ or heritage need to revitalise cherished historic buildings, notably in Bodmin, Launceston and Lostwithiel. Central Bodmin is one of the 15% most deprived locations in England, ranking third worst in Cornwall for economic vitality.

How we would use your grant:

We will make a step change in supporting the career and personal development of young people aged 11-30, by introducing a more 'hands on' approach to outreach and mentoring, drawing on our strong technical skills base.

Your grant would support our new *Building Connections* pilot outreach project during 2027-28. We want to inspire youngsters interested in construction or associated building careers to consider skilled, year-round well-paid work and volunteering to benefit Cornwall's rich built heritage. Following experience gained at the Cornish Heritage Expo Schools Careers Day in October 2025, we will work directly for the first time with schools and colleges through an agreed Engagement Plan, aiming to influence subject choices for children at key points in the curriculum, especially for STEM and STEAM subjects.

Using Old Duchy Palace as an exemplar, Trustees will share their 'lived experience' specialist knowledge, suggest career pathways and offer mentoring. Our skills include surveying, architecture, structural engineering, carbon reduction planning, property and project management. Most Trustees are experienced managers and parents, used to supporting and guiding teenagers/ trainees. A Safeguarding Policy and Procedure is in place.

For young adults we will pro-actively support volunteering towards charity Trusteeship.

Need for the project:

Within the context of the current crisis in youth unemployment and Cornwall's low-wage economy, Building Connections responds to well-documented current and long-term sector skills shortages. It is supported by Cornwall's Skills Hub, Business Education and Strategic Heritage Partnerships; CBPT leads the Heritage Workforce development group. Evidence of need is set out on Cornwall Opportunities/CBPT websites at: https://www.cornwall-opportunities.co.uk/building-cornwall/building-cornwall/; careers-hub-cios_postcard_heritage-worker_v2_a6_online.pdf and CBPT Leaflet - education.indd, by Historic England (Skills Needs Analysis for the Repair and Retrofit of Traditional Buildings, Report, 2024), and by the Charity Commission. Nationally, almost 16% of the UK population is aged 18-30, but fewer than 1% of charity trustees are of this age.

Project delivery and how your grant will be used:

To facilitate the delivery of *Building Connections*, in schools and target communities, we need new fixed term contract support staff, equipment, materials and the activation of new digital communications systems. Your grant would contribute towards these costs. The total budget is £22,230 including irrecoverable VAT, inflation, some overheads and a contingency, towards which we have so far raised £3,200 from the CPF, Karenza and Elmgrant Trusts.

Cost Description	Details	Total £
Professional fees	Project co-ordination (16 days @£375)	6,000
Professional fees	Set up of Salesforce CRM by specialist subcontractor and associated training	3,200
Professional fees	Extra time for digital consultant to oversee Salesforce specialist and ensure integration with existing systems	1,000
Professional fees	Freelance engagement role (26 days)	5,570
Recruitment	Heritage Network sub	130
Digital outputs	From Business Plan (MS Licence, Website, and Salesforce for 1.5 years)	450
Equipment and materials, including learning material	Tablet computers, laptop, monitor, stand, banners and literature (quotes)	1,752
Training for volunteers	Carbon literacy, Trustee duties, Financial , DBS checks, additional safeguarding	1,040
Travel for volunteers	Estimate approx. 400 miles @.55p/mile	220
Evaluation	3.5 days @£375/day	1,313
Full cost recovery	Estimate based on predicted overheads 1 Jan 2027 to 30 June 2028 @ 3% inflation	495
Contingency	5% allowed	1,060
		22,230

Beneficiaries, Outcomes and Impact:

Direct beneficiaries: up to 200 Year 7-11 students whose choices will be monitored/reported to CBPT by schools; up to 4 young people aged 18-30 supported as they work towards Trusteeship (we aim to appoint 2 young Trustees in 2027); key town regeneration groups e.g. Bodmin Revival will receive support from CBPT; CBPT will benefit from new digital communications infrastructure and training from experienced contractors.

Impact: The positive choices of teenagers and young adults will help their personal development and earning potential. Resources to care for Cornwall's rich built heritage including 12,500 Listed Buildings and 145 Conservation Areas will be augmented. Community group capacity to enable heritage regeneration in towns of special need will be enhanced. CBPT's reputation as a beneficial organisation will be raised in Cornwall and regionally. CBPT's organisational resilience will be strengthened by bonding new Trustees around shared values and Board diversification in age and skills. Project Evaluation will inform a much larger skills development project planned with Cornwall partners, which the National Lottery Heritage Fund is potentially interested in supporting.