



Web Manager Application Pack

Dear Applicant

Thank you very much for your interest in the post of Web Manager with Transition Network.

This is a brilliant opportunity for an enterprising web manager to join an inspiring organisation at an interesting point in its development. Taking up a pivotal role within a small, motivated and creative staff team, and connecting with people around the world, you will help develop and deliver a web service capable of supporting a grassroots movement as it spreads and evolves.

Having previously stretched this role between web and comms, we have now decided to focus it solely on web management to pick up the pace of developments and make sure that our planned 'Transition Network Version 3' service is user-centred, beautiful, effective and ambitious.

We have some strong pieces in place - a popular existing website, a great technical group, various stakeholder groups, project requirements and UX tracks underway. However there are a number of key decisions still to be made - framework, hosting, migration plans etc. - making this a great moment to come in and play a leading role in shaping and delivering a very significant project.

We are looking for someone who can elegantly lead multi-disciplined teams through a variety of decisions, bridging the 'client' and 'technical' divide to help us develop a streamlined, flexible service with the users at its heart. You will have strong project management skills and an interest in being part of a team which is exploring and modelling new ways of working.

The application pack is made up of:

- 1) This document
 - a) An overview of Transition Network and the wider Transition Movement
 - b) A job description
 - c) A person specification
- 2) A personal details form to be found on the same webpage as this pack:
<http://www.transitionnetwork.org/news/2014-10-09/job-web-manager>

If you are interested in being considered for the post, please send us:

- a copy of your CV, including contact information for 2 referees;
- a covering letter setting out how you meet the criteria laid out in the person specification; and,
- a completed personal details form.

Your application should be emailed to jo.coish@transitionnetwork.org by 9th November 2014.

Shortlisted candidates will be invited to interview in Bristol on 18th November.

If you would like to have an informal discussion about the role, please contact Ed Mitchell, TN's Web Manager at edmitchell@transitionnetwork.org (NB Ed is unavailable from the 30th October – 11th November, so if you want to get in touch, do it well before then).

We look forward to receiving your application.



Peter Lipman
Chair of Trustees, Transition Network

A Transition to a low carbon, sustainable future

The world faces many urgent problems and arguably no other global problem is as urgent as climate change. Global carbon dioxide emissions still continue to rise every year, and we are seeing increasing evidence of extreme weather events, effects on crop yields, and unprecedented arctic ice melting. To avoid levels of climate change which endanger vulnerable communities and ecosystems, we need to find ways to sharply reduce carbon dioxide emissions and current atmospheric concentrations.

Allied to this is the finite nature of so many natural resources, particularly fossil fuels. The International Energy Agency reported that the peak of conventional oil production was reached in 2006 – “peak oil”. This is now prompting the exploitation of non-conventional, high pollution-risk, high cost sources such as gas fracturisation, tar sands, deep-sea drilling and arctic drilling.

The need to reduce our oil-dependency has profound consequences for our future: in terms of transport, energy, food production and economic activity. The Transition approach is based on coming together to take action as a local community, in order to take more effective, ambitious and high impact actions than we can as individuals, as well as build the resilience of the community for a more localised society. This is a social experiment on a massive scale. In just six years, there were more than 1,000 Transition initiatives in over 40 countries involving thousands of people. They are creating awareness of climate change and peak oil, and setting up a huge range of locally-inspired projects involving local food, energy efficiency, renewable energy and the creative building of a greater sense of community.

As well as climate change and peak oil, the Transition approach addresses social inequality and financial instability. We seek to ensure that the consequences of climate change and the depletion of natural resources are not borne first and most disproportionately by the most vulnerable, poorest and least powerful. Our aim is to work with all sectors of society to design a safe transition to a low carbon world. Our analysis is that the peak in the availability of conventional oil and other finite resources will limit the capacity for the rapid and globalised economic growth of the last few decades. We need to adjust to energy descent, and return a greater degree of economic control and resilience to local communities.

The story of Transition Network

Transition Network co-founder Rob Hopkins heard of the concept of “peak oil” while teaching permaculture at Kinsale Further Education College in Ireland in 2005. It “put a bomb” under both Rob and his students. Their response was to create a plan – which was publicly adopted by the local community - for the intentional weaning of Kinsale off its oil dependency.

From this seed grew the start of the Transition movement. Rob moved to Totnes, Devon in the UK and started discussing these ideas with others, including Naresh Giangrande and Sophy Banks. Their analysis was that to respond to both climate change and peak oil, we need to find ways to increase the resilience and sustainability of the local community. They wanted to engage the local community in collaboratively finding the way to make the “transition” to a future with much less reliance on fossil fuels and much reduced carbon emissions, which ensures wellbeing and livelihoods for all.

Rob, Naresh, Sophy and others set up Transition Town Totnes in 2006 and were quickly besieged by enquiries from other places keen to use the same approach. Peter Lipman and Ben Brangwyn joined with Rob to found Transition Network in March, to respond to national and international interest.

When Rob, Ben and Peter sat down together in a coffee bar in Bristol to talk about the latent demand for information on the transition process, they thought that perhaps, in a few years, there might be 5 – 10 initiatives in the South West of England. Almost from day 1 though, the interest in our work has come from more people, of all different kinds, than we ever dreamed possible. This has not been because of our systematic outreach; people have come to us, and so far have kept on coming. We’ve simply tried to keep

up with and respond to the enormous appetite for information on what is an ongoing experiment. If we are going to carry on meeting that demand, then both significant capacity building and external resources are absolutely crucial over the next few years to enable the emerging Transition Town model to be used to its maximum on an international scale.

International growth of the Transition movement

There was very early international interest in the Transition concept. Nine months after Transition Network was set up, the first 100 Transition initiatives were already established across many different countries. Three and a half years later the number of registered Transition initiatives had virally increased to over 800 [at October 2014 the registered number of groups was 1,190], and people were getting involved from many more countries. Transition groups have so far been mainly – though not exclusively – set up in industrialised countries. This may reflect the fact that these are the countries where personal carbon emissions are the highest, while community resilience and supportiveness has been reduced, motivating people to want to act for change.

In 2008/9 we were setting up the Transition Training courses to help people get started in engaging with their community. We discovered people were travelling long-haul – with therefore significant greenhouse gas emissions - from abroad to attend Transition Training courses. To minimise this travel, Naresh Giangrande and Sophy Banks went on one trip around the world, training and setting up an international network of 120 Transition Trainers to deliver Transition Training courses in their own countries and regions, adapted for cultural sensitivities and local needs, and in the native language. We continue to offer Train the Trainers courses internationally from time to time to strengthen and extend this network.

The increasingly international aspect of the Transition movement has become ever more apparent. Most of the 200 new Transition initiative groups that have registered with us in the last year were in countries other than the UK. The 2012 Transition Network conference was attended by the highest ever proportion of participants from outside the UK, contributing a noticeably internationalist atmosphere.

We answer enquiries from any country, but we encourage and facilitate the development of National Hub organisations in other countries, to take the role of supporting, catalysing and training initiatives locally. There are now official Transition Hubs in Belgium, Croatia, Germany, Italy, Ireland, Japan, Netherlands, Norway, Romania, Spain, Sweden and the United States and developing Transition Hubs in Brazil, Canada, Chile, Denmark, France, Hungary, Israel, Latvia, Luxembourg, Mexico, Philippines and Portugal. A very few National Hubs have paid staff, but most are being run by volunteers with little or no resources. A number of them have a basic website and/or a social media presence and we know this is an area where they would welcome more support.

The National Hubs are exploring many of the same issues and face many similar challenges even though they are operating in very different places. They are working together, and with Transition Network, to create a vibrant network through which they can share learning and support. Over the last three years, representatives of the hubs have come together annually to discuss the development of Transition as an international movement. The last meeting took place in Denmark in September 2014 and involved 40 participants from 20 National Hubs.

Outside this annual gathering, work is progressed through on-line meetings and emails.

What does a Transition initiative do? The example of Transition Streets

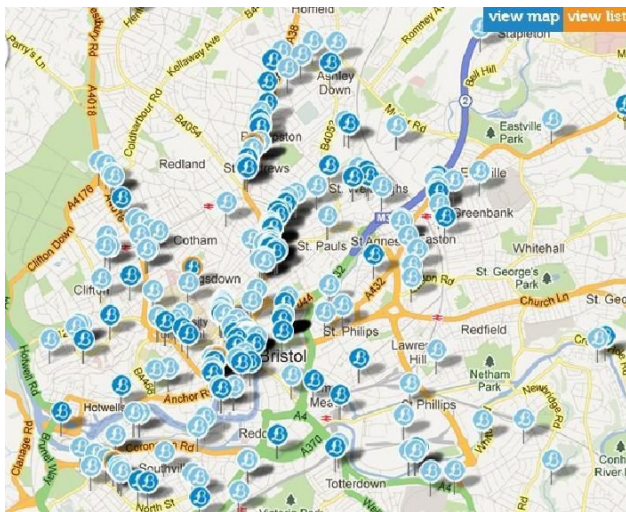
Transition Town Totnes started the idea of the Transition Streets project, which brings together groups of near neighbours, to meet regularly in each others' homes to jointly work through a series of environmental topics and potential areas for action. The neighbours discuss a different section of a workbook each time, and support each other to undertake energy-saving and community-orientated actions based on the topics in the workbook. One group researched and installed insulation and wood-burners in homes which had been costly to heat. Others made changes to shopping and travelling habits and even set up a community film club.

In Totnes, over 500 households so far have saved an average of 1.3 tonnes of carbon emissions and £570 per year, and reported more than anything else, the social benefits of knowing their neighbours, new friendships, and the pleasure of pursuing joint projects with neighbours. This project embodies the Transition aims of community resilience and low carbon living.

What does a Transition initiative do? The example of Local Currencies

With our focus on strengthening the resilience of local societies and economies, an early idea developed by Transition initiative groups was that of a local currency, one that would encourage people to buy and trade locally, building resilience. Creating a local currency also puts in place a system that can help in times of economic crisis, as has been shown in examples around the world from depression era Germany to Argentina's currency devaluation crisis a decade ago.

Transition Network worked with Qoin (a Dutch complementary currency organisation), New Economics Foundation, and Transition initiative groups to develop innovative local complementary currencies which can be exchanged online and by mobile phone, as well as in cash. This greatly widens the ease of use and accessibility of complementary local currencies. These new electronic local currencies are now launched in Brixton, London and city-wide in Bristol in the UK.



Locations of the 300 first traders accepting the Bristol pound



Bristol pound note designs

Organisational details

Transition Network was set up as a registered company in March 2007 and gained registered charity status in March 2009. Our financial year runs from 1 April to 31 March. Most of our funding comes from charitable trusts and foundations, or individual donors. Approximately 15-20% of our budget comes from earned income, from book and film sales, training course fees, fees for giving talks, and conference ticket sales.

We are governed by a board of independent trustees, who meet four times a year and also participate in decision making and events as required. We have a small staff team of 9 people, only 1 of whom works full-time, and we work with a number of freelance and a number of whom work with us on a freelance basis. The majority, but not all of our staff are based in Totnes, where we have a small office and hold most of our meetings. Others live in, or reasonably close to, Bristol, where we make use of desk and meeting space at Hamilton House (see <http://www.hamiltonhouse.org/>).

Our strategy

We recently reviewed and revised our strategy with input from people around the world engaged with Transition at all levels. We recognised the need to more explicitly recognise the different roles that TN is currently playing and agreed on the strategic outcomes we are seeking to deliver over the next three years.

Please take some time to understand our strategy which is outlined on the Transition Network website: <http://www.transitionnetwork.org/about/strategy>.

It's worth paying as much attention to the "How we will work" section as you do to the sections that describe the work we are undertaking. Because we are seeking to catalyse and support change, we are committed to exploring and modelling ways of working that are different from the mainstream.

Our roles:

1. Holding the Transition 'source code'
2. Catalysing and supporting the spread of Transition globally
3. Coordinating and supporting the National Hubs Network
4. Acting as the UK National Hub

Our Strategic Outcomes:

1. People within and beyond the Transition movement hear a clear, consistent and compelling story of Transition that inspires them to act, connect and experiment.
2. People involved in Transition are better able to access and share information, tools, skills, resources, support and training when needed.
3. More people are able to create livelihoods which deliver wellbeing, community resilience and social justice while respecting resource limits.
4. More Transition initiatives demonstrate that they can achieve significant impacts within their communities
5. The Transition movement spreads, strengthens and evolves internationally, supported by a thriving National Hub network with an increased governance role within Transition Network.
6. TN develops a healthy and creative organisational culture, supported by transparent and effective structures, processes and working practices – learning about, and modelling, the change we want to see in the world.

Job Description

Job Title	Web Manager
Salary	£30, 127 p.a. pro rata
Hours	4 days per week (30 hours)
Location	The post holder will mostly work from home, and should live within reasonable travelling distance of Bristol or Totnes. We have modest remote workers expenses for hot desking and communications.
Reports to	Delivery Director
Purpose of role	To fulfill TN's strategic objectives through the effective management of the web service
Main responsibilities	<p>Strategy</p> <ul style="list-style-type: none"> Develop and manage TN's web service in line with TN's overall strategic objectives <p>Delivery</p> <ul style="list-style-type: none"> Bring together staff and other stakeholder requirements and translate into relevant and do-able web services and projects Design, deliver and assess projects in consultation with relevant stakeholders Project manage ongoing developments and maintenance of web service Manage various web service budgets, invoicing and payments Engage, manage and evaluate contractors to deliver specific pieces of work or provide ongoing services Support TN to make timely and appropriate decisions on next generation of web service infrastructure: web framework, publishing process, security, hosting Using quantitative and qualitative methods, assess service needs and performance on ongoing basis Keep all project documentation up to date and encourage suppliers and staff to do that as well Working with the technical lead, share responsibilities around technical specification and project management Keep User Experience (UX) awareness and inclusion at the top of the priorities as per the web service strategy Work with funding manager to develop persuasive funding bids to attract new resources to web service <p>Communications & Relationship Management</p> <ul style="list-style-type: none"> Work with various groups using, and helping to develop, relevant governance processes to build an appropriate level of engagement with the development of the web service across the TN staff team, our direct stakeholders and amongst users. Communicate the project's progress with as wide a range of stakeholders as possible using accessible language and all relevant media and building in consultation as appropriate. Build and maintain international collaborative relationships with national hub technical representatives around the world Represent Transition Network's web service at relevant workshops and events and online platforms for knowledge sharing/capacity building/partnership purposes

Main responsibilities continued	Other Duties <ul style="list-style-type: none"> • Maintain an effective Information Technology infrastructure for the organisation and its partners, suppliers and collaborators • Manage relevant IT service providers and budgets • Support TN’s Information Systems as they emerge and evolve over time
Special requirements	Must be eligible to live and work in the UK.

Person Spec

Job Title	Web Manager
Main responsibilities E = Essential D = Desirable	Experience <ul style="list-style-type: none"> • Significant experience of translating client/organisation needs into requirements and process for technical teams (E) • Significant experience of communicating effectively with different stakeholder groups to achieve a collaborative output: staff, clients, partners, end users, designers, site builders, content managers, consultants, programmers (E) • Experience of multi-disciplined web team facilitation or leadership (E) • Significant experience of agile web project management (E) • Experience of working with User Experience Design principles (D) • Experience of managing and reporting on budgets for multiple projects (E) • Experience of managing contractors (D) • Experience of managing multiple sites on different platforms (D) • Experience of delivering international websites (D) • Experience of working for an environmental organisation and/or charity (D) Knowledge/Skills/Abilities <ul style="list-style-type: none"> • Ability to work within the framework of TN’s overall strategy, developing the web service to align with and support other strategic priorities (E). • Ability to work effectively within the TN team and to contribute to the development of organisational procedures and culture (E). • Sound organisational, management and planning skills (E) • Self-disciplined and effective, good at managing own time (E) • Ability to make technical decisions inclusively and authoritatively (E) • Ability to identify and build relationships with a wide range of stakeholders, maximising opportunities for useful collaboration (D) • Knowledge of what makes a collaborative online community tick (D) • Understanding of climate change, peak oil and environmental issues, and of the complex reactions to them (D)