



RECRUITMENT PACK

Black Rootz Enterprise Manager
Application Pack - May 2023

THE
UBELE
INITIATIVE





BLACK ROOTZ ENTERPRISE MANAGER

Salary:	£30,000-£33,000 (pro rata)
Contract terms:	0.6 FTE, 12-month fixed term contract with the option of an extension dependent on funding
Location:	London
Reporting to:	Josh Falconer-Roberts, Programme Manager (Community Wealth Building)

ABOUT BLACK ROOTZ

Black Rootz is a multigenerational growing project providing opportunities for Black and People of Colour (BPOC) growers in the UK whilst increasing food security and access to culturally appropriate foods. Black Rootz was established in 2019 by a collective of Black growers in Haringey who recognised the need to organise to challenge the deep inequalities in the growing and food systems. Over the past 4 years, Black Rootz has developed a multi-layered and holistic vision for BPOC communities incorporating intergenerational knowledge transfer, increased access to land and food sovereignty, regenerative environmental practices and reduced food inequality.

Black Rootz has been incubated as a project within The Ubele Initiative since 2019. As an established name in the growing community, it is now preparing to become an independent entity and is in the process of being incorporated as a Community Interest Company.

More information on the [Black Rootz webpage](#)

ABOUT UBELE

The Ubele Initiative was established in 2014 as an African Diaspora led, intergenerational social enterprise. Our mission is helping to build more sustainable black and minoritized communities across the UK. Ubele is unique in that it was built from bottom-up and is intentionally an intergenerational organisation.

Over the past few years, we have designed and delivered a wide range of local, regional, national, and international initiatives which seek to create and build community wealth. We support black and racially minoritized community led organisations and groups with their community assets (people, organisations, and physical space). We use social action, community enterprise development, participatory learning & skills development, and next generation leadership initiatives.

More information can be found on the [Ubele website](#)



ABOUT THE ROLE

The Enterprise Manager is a new role that will provide both commercial and senior capacity to Black Rootz. The role will bring vital experience and energy to support the sustainability of the project through the establishment of income generating activities. The Enterprise Manager will take on a leadership position alongside the existing Project Coordinator and will work with them, with support from Ubele, to navigate strategic decisions that will enable Black Rootz to achieve its overall social, environmental, and commercial ambitions.

This is not a standard role. The successful candidate will be central in progressing Black Rootz towards its ultimate vision of being a sustainable social enterprise influencing the food system in the UK. The ideal candidate will be comfortable with the complexity and holistic nature of Black Rootz and will be committed to its values. While we expect the role to grow over time, we are open to considering a time-bound freelance arrangement for the right candidate.

MAIN DUTIES AND RESPONSIBILITIES

Lead on the development and implementation of Black Rootz' business model

Black Rootz has a number of fledgling income generating activities, including plant and crop sales, B2C and B2B workshop delivery, corporate experience and training delivery. Black Rootz is also in the process of setting up its first independent growing and education space "Eat Wood Green" which will deliver education and wellbeing partnership activities with and for local organisations. Your role will be to set a clear direction for Black Rootz' business model and realise the projects' income generating potential. Once key areas of focus are decided, you will build out the systems, processes and partnerships underlying each business unit to grow trading income.

Work with growers and wider network to support income generating activity

Income generation for Black Rootz will be supported by the work and involvement of growers and wider network. You will work with these colleagues and wider stakeholders to feed into business activities. For example, working with growers around harvest cycles to support crop sales, negotiating access to growing space from landlords, and engaging with Black Rootz' wider network to support the sales and delivery of workshops.

Lead on Black Rootz marketing and communications activities

Black Rootz is a well-known name and brand within the agricultural and growing sector. You will lead on marketing and comms activities to develop Black Rootz' positive image and drive income generation, including developing Black Rootz' online presence, managing social media channels and engaging with local and national media and publications.

Identify and prepare bids for funding and investment opportunities

The Enterprise Manager will work alongside the existing Project Coordinator and Ubele stakeholders to identify and submit bids for investment. You will take a leading role in managing relationships with funders and investors.

Provide leadership capacity and support strategic decision making

The Enterprise Manager role is a senior role within the Black Rootz team. You will provide leadership in setting and implementing plans for the project. You will also work with the Project Coordinator and Ubele stakeholders to support strategic decision making around the direction of the project.

PERSON SPECIFICATION

(E - Essential, D - Desirable)

Skills	
Commercial and strategic decision making	E
Partnership management and relationship building	E
Ability to develop new systems, processes and eat practices	E
Bid writing, funder reporting and funder management	E
Confident using common ICT packages, including Microsoft 365 applications	E
Experience	
Have worked with Black, racially minoritized or other marginalised communities	E
Track record of developing and growing business within social, community or commercial enterprises	E
Experience of developing and delivering communications and marketing activity	E
Experience of working in growing or food-based initiatives	E
Previous experience in a leadership or management role	E
Experience selling or marketing workshops, training, or other services for communities (e.g., social prescribing)	D
Knowledge	
Knowledge of regenerative agricultural practices	D
Knowledge of the inequalities faced by Black and minoritized communities in the growing and food systems	D
Attributes	
Entrepreneurial	E
Collaborative	E
Organised	E
Committed to Black Rootz values	E

OTHER CONSIDERATIONS

- The role will require regular in-person attendance at meetings and events across Black Rootz sites in Haringey (Wolves Lane Centre, Pasteur Gardens, Eat Wood Green)
- Some weekend and evening working will be required to fulfil the responsibilities of the role



BENEFITS

- Warm, welcoming, and inclusive workplace environment
- Intergenerational and creative team
- Ubele away days, annual retreat, local and international courses, learning sessions and social events.
- Opportunities for flexible working
- Access to Ubele's London based office space in Brixton
- Opportunities to train in Mental Health First Aid.
- Access to Bright Wellbeing 24hr advice line and counselling service
- Access to Bright Safe Health & Safety management software and a variety of training courses
- 20 days annual leave + UK bank holidays (pro rata)
- Employer contribution to your pension

The job description is a broad picture of the post at the time of preparation. It should not be seen as an exhaustive list of all possible duties and will be subject to review from time to time. The post holder may be required to undertake such other duties as may be required.

HOW TO APPLY

Applicants are asked to submit a **CV and a supporting statement**, of no longer than one side of A4, covering the below points:

- Why you are interested in the role.
- How you meet the requirements set out in the person specification

To discuss the role further or to apply, contact: josh.falconerroberts@ubele.org

Closing date: Tuesday 27th June

Applications will be reviewed, and interviews held on a rolling basis. Applicants are encouraged apply early as the vacancy may be closed early if a suitable candidate is found.

Please notify us if you require any reasonable adjustments to be made to the application process at the application of interview stage.

It is our policy to review all applications within two weeks of the stated closing date. If you do not hear from us within three weeks following the closing date, then your application has not been successful on this occasion.

DATA PROTECTION NOTE

Any personal data you provide (e.g., address, telephone number, employment history) will be used for recruitment purposes only, and only shared with individuals involved in the recruitment process.



DIVERSITY MONITORING

The Ubele Initiative are committed to eliminating discrimination encouraging diversity amongst our workforce. We will not discriminate with reference to age, gender, sexual orientation, race, colour, religion, marital status, and disability.

To ensure our recruitment process is fair and equitable, we collect diversity data from applicants to our roles.

Please complete the diversity monitoring form via [this link](#)

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ubele.org

