

Farmer action for tree resilience

Farmer Champions: role and person description

About the role

As part of the Centre for Forest Protection (CFP) funded project, '[Farmer action for tree resilience](#)', we would like to work with 6 farmers to help us co-develop and promote messaging and interventions developed in this project to other farmers. This project is being delivered by a partnership involving Forest Research, FWAG South West, the Organic Research Centre, the University of Exeter (Centre for Rural Policy Research) and the University of Gloucestershire (Countryside and Community Research Institute).

The project aims to help more farmers take action for tree resilience on their farms, by helping them to better understand the link between the resilience of the trees on their farm and the resilience of the farm business.

We are already working with a group of farmers to identify their knowledge needs around this. We will co-design and test a small number of 'knowledge interventions' intended to respond to those needs, starting in spring 2026. We are working towards launching these interventions in early 2027, and promoting these throughout 2027 and early 2028.

The knowledge interventions may be any of the following:

- Some form of repackaging existing knowledge relating to managing trees for their resilience, to make this more relevant, effective, engaging and useful to farmers
- Sharing existing knowledge on this topic that has not already been shared with the wider farming community (e.g. approaches developed / pioneered by individual farmers or groups of farmers)
- Sharing new knowledge on the topic

We are looking to recruit 6 'Farmer Champions' to:

- Contribute to the intervention co-design and testing process. This will include reviewing and testing intervention prototypes, providing feedback and taking part in 3 x 2-hour online meetings

- Contribute to developing a comms plan to promote core messages relating to farm tree resilience, as well as the interventions, to target farmer audiences
- Actively champion action for tree resilience on farms with others in the farming community – both general tree health actions and the interventions developed in the project – ideally sharing your personal experiences (both of taking action for tree resilience on your holding and, where appropriate, utilising one or more of the interventions developed in this project)
- Deliver a range of comms activities in line with the comms plan – to include speaking at 2 in-person events (which may be national, regional or local); producing your own social media content (posts, short video clips etc); producing or contributing to offline content (e.g. blog posts, newsletters); and, potentially, taking part in some other media engagements
- Participate in project-wide monitoring and evaluation as required
- Contribute to project meetings as required

The timetable for these activities is as follows:

	2026			2027				2028
	Apr.- Jun	Jul.- Sep.	Oct.- Dec.	Jan.- Mar.	Apr.- Jun.	Jul.- Sep.	Oct.- Dec.	Jan.- Mar.
Monitoring and evaluation								
Intervention co-design and testing								
Comms plan development								
Intervention launch								
Ongoing comms activities								

We will, as far as possible, seek to organise the timing of specific research activities, such as online meetings and workshops, around everyone's availability. However, this may prove impossible to do on some occasions. We ask that Farmer Champions make all reasonable efforts to participate in all the research activities.

Up to £9,550 is available for each Farmer Champion to contribute to each of these activities, which we anticipate will comprise a total of 21 days work for the project between April 2026 and March 2028.

Please note that at the time of writing, we are still awaiting confirmation of the project's funding for work scheduled for April 2026 onwards.

Person description

We are looking to work with farmers with the following characteristics:

Criteria	Essential / Desirable
Farm holding includes trees	Essential
Actively manages farm trees for resilience (or actively planning to)	Desirable
Based in the southwest or north of England	Desirable
Demonstrable effective written and verbal communication skills	Essential
Confident and engaging public speaker	Essential
Active on social media, with substantial number of followers	Desirable
Experience of producing engaging social media content	Desirable
Media experience	Desirable
Actively engages with / participates in existing farmer networks	Essential

How to apply

If you would like to apply for this role, please complete this online form:

<https://forms.office.com/e/YCfC4wQgNb>

Please apply by 23:59 on Sunday, 1st March 2026.

We will be holding interviews with shortlisted candidates on 16th, 17th and 18th March 2026.

If you have any questions about the role or the application process, please contact Emma Hinton at Forest Research: emma.hinton@forestresearch.gov.uk.