

Job Description

Job Title:	Community Education and Outreach Manager
Responsible to:	Head of Prevention and Education
Location:	Raystede Animal Centre
Grade:	Grade F

Background information

Raystede Centre for Animal Welfare, established in 1952, is a charity that aims to give animals a better life through rehoming, rehabilitation and sanctuary, and give people the support and knowledge they need to treat animals with care and respect. We care for more than 400 animals every day, including cats, horses, dogs, rabbits, hens and exotic birds. We help most of the animals find new homes but also provide life-long sanctuary for those animals that cannot be rehomed. Our beautiful 43 acre site is open for visitors to get a unique glimpse into a working animal welfare centre.

Animals are at the heart of everything we do but we could not care for them without our expert and dedicated team of staff and volunteers. Surrounded by animals, lakes, trees and fields with a café, shops, parking and many other benefits, Raystede is an uplifting and rewarding place to work.

The Education Team, led by the Head of Prevention and Education are responsible for communicating Raystede's key learning messages of responsible pet ownership, care and acquisition. The team target key audiences through diverse means both on and off the Raystede site.

Main Purpose of the role:

- To provide strategic leadership and management for all aspects of the Prevention and Education programme operating within the community, ensuring alignment with Raystede's overall strategic objectives. This includes the development and implementation of a comprehensive Community Education strategy and the management of the team to deliver against this.
- The role holder will be responsible for driving the development and delivery of high-impact initiatives that promote responsible pet ownership, enhance community engagement, and contribute to the overall welfare of animals.

Key Tasks

1. Strategic Management of Community Education Programmes:

- Provide strategic direction and leadership for all aspects of the Community Education programme, ensuring alignment with the Prevention and Education Strategy and Raystede's overall organisational goals.
- Oversee the management of a team comprising Community Education Officers, Dog Behaviourists, Veterinary Nurses, and volunteers, fostering a high-impact culture and ensuring professional development opportunities.
- Direct the development, implementation, and evaluation of a multi-year Community Education Strategy that proactively addresses community needs and contributes to Raystede's strategic objectives.
- Establish and manage a community education budget, ensuring effective allocation of resources to maximise programme impact and achieve financial sustainability.
- Cultivate and leverage local networks and partnerships with other charities and organisations to achieve community education goals and extend Raystede's reach.
- Develop Raystede's position as a leading authority on pet care and acquisition advice, identifying and implementing innovative strategies to promote our services and expertise within the community.
- Identification of key target audiences and developing effective marketing strategies to reach them.

2. Programme Development and Delivery:

- Oversee the design, delivery, and evaluation of a comprehensive schools outreach programme across all levels of the formal education system.
- Direct the development and implementation of impactful outreach programmes for informal groups, including scouts and other community-led organisations.
- Spearhead the planning, promotion, and delivery of community events focused on responsible pet acquisition and aimed at potential adopters.
- Establish and maintain relationships with pet businesses, including pet shops and veterinary surgeries, developing programmes to enhance standards and knowledge within the community.
- Lead the development of an educational programme that operates from Raystede's growing portfolio of Charity Shops. Scope and develop learning opportunities inside our shops and ensure shop staff and volunteers are trained in key messages and signposting.

3. Staff and Volunteer Team Leadership and Operational Management:

- Recruit, train, and manage a team of 2-3 staff (Education Officers), a team of casual staff and at least 10 volunteers, providing ongoing support, mentorship, and professional development to ensure consistent and effective programme delivery.
- Develop and implement a comprehensive, sustainable volunteer recruitment programme, encompassing training, management, and ongoing development.
- Ensure all educational activities comply with relevant policies, procedures, and legislation, implementing appropriate risk management strategies to safeguard the well-being of staff, personnel, participants and animals.

4. Resource Management and Development:

- Oversee the design, development, and production of high-quality educational resources, including leaflets, worksheets, signage, and digital content, ensuring alignment with learning objectives and Raystede's brand guidelines.
- Manage the community vehicle, ensuring its upkeep, maintenance, and efficient scheduling in collaboration with other departments.

5. Monitoring, Evaluation, and Reporting:

- Establish and implement robust monitoring and evaluation frameworks for all Community Education services, encompassing data collection, survey distribution, report generation, and in-depth analysis using our dashboard of impact metrics.
- Develop and report on key performance indicators (KPIs) to the Board of Trustees and Senior Management Team, providing insights into programme effectiveness and impact.
- Continue to work with Education colleagues and external consultants on development of our monitoring and evaluation framework and toolkits for measuring and analysing impact. Use insights to evaluate and target services.

6. Organisational Contribution:

- Attend meetings as directed, including all staff forums, Education Team meetings, Community Engagement Meetings, and other meetings as directed by the Senior Management Team.
- Represent Raystede at external meetings where appropriate, especially where such meetings have potential to forge community links.
- Collaborate closely with the Marketing and Commercial Teams to ensure integrated programme delivery and maximise community engagement opportunities.
- Collaborate with Animal Care Teams to ensure connection of community programme with animal welfare objectives.
- Act as a spokesperson for Raystede in the community, demonstrating comprehensive knowledge of the organisation and its activities.
- Develop proposals for new programmes and initiatives that align with Raystede's strategic goals and drive the organisation forward.
- Design schedules that maximise participation and impact, which will include activities which take place at weekends.
- Ensure that the organisation's narrative and species-specific information are integrated into all educational activities.

7. Compliance and Administration:

- Ensure compliance with all relevant regulations, including GDPR and Safeguarding procedures.
- Oversee the completion of risk assessments for all community education activity.

- Perform general administrative tasks as required.
- Participate in supervision, appraisal, and learning and development and take personal responsibility for maintaining the knowledge and skills required for the role.

Key Working Relationships:

Internal:

- Cultivate and maintain strong collaborative relationships with colleagues and volunteers within the education team to ensure project outcomes, resource optimisation, and the achievement of shared strategic objectives.
- Establish and foster strategic partnerships with the Animal Welfare and Marketing teams to ensure educational activities are aligned with organisational learning objectives and supported by effective marketing and communication strategies.
- Foster strong collaborative relationships with Commercial teams operating both on and off-site to ensure integrated programme delivery and maximise organisational impact.

External:

- Identify, develop and nurture relationships with target audiences in the local community, including schools, community groups, and local authorities in order to effectively target community resources and maximise impact.
- Develop relationships with key pet businesses that we seek to influence eg, Pet shops, Vets and other relevant businesses.
- Act as a key liaison with external stakeholders to represent the charity's educational goals and values.

Scope and Accountability

Decision making	<ul style="list-style-type: none"> • Makes decisions about all aspects of Education activity happening away from the Raystede main site eg, target areas, venues, staffing levels, equipment purchase and maintenance. • Advises on and reviews policies and guidelines pertaining to off-site Educational activity. • Manage Health & Safety responsibilities and issues relating to Education operations off-site.
Financial resources	<ul style="list-style-type: none"> • Responsible for ensuring expenditure on off-site Education activity sits within agreed budgetary limits.
Material resources	<ul style="list-style-type: none"> • Responsible for maintaining education equipment, including the Community Outreach Vehicle and any other equipment needed for community education purposes.

	<ul style="list-style-type: none"> • Reporting issues to the Estates team or outside agencies if necessary. This includes educational signage, veterinary equipment and other physical communication materials.
Information and communication resources	<ul style="list-style-type: none"> • Responsible for submission of copy and other information to the marketing department as requested. • Overseeing data collection and maintaining records, ensuring strict compliance with applicable regulations. • Ensure written information provided to audiences is accurate, accessible, and professional. • Providing guides and written information to service users.
People management	<ul style="list-style-type: none"> • Full responsibility for Community Education Officers, casual staff, freelancers, and volunteers. • Oversight of all aspects of recruitment, training, and ongoing development.
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Manage Health & Safety responsibilities and issues relating to Education operations off-site. Understanding of compliance responsibilities around data protection. • Keep up to date with and adhere to all safeguarding regulations around working within schools, with children and with vulnerable people and communities.

Person Specification

	Essential	Desirable
Education and Qualifications	<ul style="list-style-type: none"> • Degree-level qualification in education, animal welfare, community development, or a related field. • Relevant professional certifications or training in education, management, or animal behaviour. • Valid UK driving license. 	<ul style="list-style-type: none"> • Post graduate certificate in Education or equivalent • Advanced degree in a relevant field. • Formal qualification in volunteer management.
Knowledge and Experience	<ul style="list-style-type: none"> • Comprehensive knowledge of animal welfare principles and responsible pet ownership. • Understanding of educational methodologies and best 	<ul style="list-style-type: none"> • Knowledge of local community resources and networks. • Knowledge of digital marketing and social media strategies for community engagement.

	<p>practices for communicating with diverse audiences.</p> <ul style="list-style-type: none"> • Knowledge of relevant legislation and regulations, including GDPR and safeguarding procedures. • Knowledge of monitoring and evaluation techniques. • Significant experience in developing and delivering community outreach education programmes, preferably within the animal welfare sector. • Proven experience in strategic planning, programme management, and budget management. • Demonstrated experience in managing and leading a team, including staff and volunteers. • Experience in developing and maintaining partnerships with external organisations. • Experience of volunteer management, including recruitment, training and retention. • Experience of working with schools and formal education systems. 	<ul style="list-style-type: none"> • Experience working in a charity or non-profit organisation. • Experience of working within the retail charity sector. • Experience working with dog behaviourists and vet nurses. • Experience of working with animal care teams.
Key Skills and Abilities	<ul style="list-style-type: none"> • Strong leadership and management skills, with the ability to motivate and inspire a team. • Excellent communication and presentation skills, both written and verbal. • Strategic thinking and problem-solving abilities. • Ability to build and maintain effective relationships with stakeholders. • Strong organisational and time-management skills. 	<ul style="list-style-type: none"> • Ability to develop and deliver digital educational content.

	<ul style="list-style-type: none"> • Proficient in using Microsoft Office Suite and other relevant software. • Ability to create and deliver educational resources. • Ability to manage and monitor a budget. • Ability to drive and manage a community vehicle. 	
Personal Attributes	<ul style="list-style-type: none"> • Passion for animal welfare and a commitment to Raystede's mission. • Ability to work independently and as part of a team. • Flexibility and adaptability to changing priorities. • Positive and proactive attitude. • Strong ethical standards and integrity. • Ability to work weekends and some evenings. 	<ul style="list-style-type: none"> • Creative and innovative thinker. • Ability to act as a spokesperson and represent Raystede effectively. • Networker.
Other	There will be a requirement to work an average of at least two weekend days per month for which TOIL will be given	