

Raystede Centre for Animal Welfare

Job Description

Job Title:	Education Officer
Responsible to:	Senior Education Officer/Head of Education
Location:	Raystede Animal Centre
Grade :	D1

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 Education are responsible for communicating Raystede's key learning messages on the subject of responsible pet ownership and acquisition. The team work with schools, visitors to site, and within the community to reach pet owners and potential pet owners of all ages and backgrounds.

Main Purpose of the role:

- To communicate Raystede's key messages to a wide variety of audiences, through diverse methods
- Develop creative solutions to teaching animal welfare learning objectives
- To work as a team of staff and volunteers to achieve high quality experiences for all that participate in education activities

Key Tasks

1) Schools and Youth Groups

- To confidently and passionately deliver approved activities and sessions that communicate Raystede's educational key messages – both on and off site.
- Develop and maintain partnerships with local schools and youth organisations where appropriate

- To coordinate school bookings on site and in schools, via outreach, including responding and taking bookings via phone and email, invoicing, evaluation and in some cases staff/volunteer allocation.
 - Keep education spaces clear and tidy and ensure resources are re-stocked and ready for use by the next education officer.
 - Collaboration with animal care teams to develop and maintain a high standard of provision for all education groups.
- 2) Community
- Seek opportunities for community education, manage bookings and associated resources.
 - Provide pet care advice within the community and signpost people to relevant services
 - Use local networks and collaborate with other charities where appropriate to achieve community education goals.
- 3) Visitors and other service users/customers
- To engage with visitors to Raystede through learning activities on site
 - To develop communication tools, such as signage, that is accessible to a broad audience.
 - To collaborate with Commercial and Marketing teams when necessary to provide an excellent visitor experience
 - To collaborate with Animal Care and Rehoming teams to provide opportunities for learning for their audiences, which have beneficial outcomes for animals.
- 4) Resources
- To design and develop resources and activities that communicate key messages in an engaging and effective way and adapt current resources to reflect changing animal welfare issues
 - To design and produce leaflets, worksheets and signs required for new resources, trails and marketing.
 - To manage and organise education spaces on site – yurt, learning garden, Meeting Place and portacabin.
- 5) Volunteers
- Recruit and train volunteers for specific educational programmes
 - Manage and support all education volunteers
- 6) Administration
- General admin duties as directed
 - Attendance of all staff and education team meetings as directed
 - Representation of Raystede at external meetings
 - Keep accurate records for impact assessment
 - Comply with GDPR procedures
 - Record and report on key performance indicators
 - Complete and maintain risk assessments for all activities
- 7) General
- Encourage participation of key audiences – young, hard-to-reach and disadvantaged groups.
 - Support education colleagues in delivery of shared goals
 - At all times ensure and maintain a compassionate, professional and efficient public image for the charity
 - Participate in supervision, appraisal, and learning and development and take personal responsibility for maintaining the knowledge and skills required for the role

- Take responsibility for ensuring own health and safety and that of others who may be affected by your acts and omissions. Report any health and safety risks to your manager.
- Work within the policy framework of Raystede Animal Centre and adhere to the terms laid out in the employee handbook
- Co-operate with Raystede policies and procedures for health and safety.
- Liaison with other Raystede teams to achieve strategic objectives of the charity
- To work within Safeguarding policies and procedures

Key Working Relationships

Internal

- a) Colleagues and volunteers in the education team – collaboration to ensure projects are completed and mutual support is given to achieve collective goals.
- b) Colleagues in Animal Welfare and Marketing teams to ensure activities are meeting the right learning objectives and that appropriate marketing is available to promote them.

External

- c) The local community – through schools, visitors and off-site events – encouraging engagement with Raystede and ensuring a good experience and valuable learning

Scope and Accountability

Decision making and limits of authority	<ul style="list-style-type: none"> • Recommendations of resources required for purchase • Planning and prioritising own workload and time management
Financial resources	<ul style="list-style-type: none"> • Access to petty cash for small purchases
Material assets	<ul style="list-style-type: none"> • Responsible for maintaining education equipment and reporting to head of education/estates team should maintenance be required.
Information and communication resources	<ul style="list-style-type: none"> • Responsible for submission of copy and other information to marketing department as requested. • Creation and updating of education website content (to be approved by marketing before going live) • Responsibility for influencing/engaging stakeholders and representing Raystede to external audiences
People management	<ul style="list-style-type: none"> • Shared responsibility for volunteer management
Legal, regulatory and compliance responsibility	Adherence to GDPR requirements when in receipt of people’s data via booking forms, photos and emails. Adherence to safeguarding procedures including being subject to enhanced DBS check

Person Specification

	Essential	Desirable
Education and Qualifications	<ul style="list-style-type: none"> Graduate degree or equivalent or substantial relevant experience 	<ul style="list-style-type: none"> Post graduate certificate in Education or equivalent Driving licence
Knowledge and Experience	<ul style="list-style-type: none"> Knowledge of animal welfare issues Experience of working in an outdoor education environment Experience of working within a formal education environment eg school An understanding of teaching for learning An understanding of using theories of human behaviour change for the benefit of animals 	<ul style="list-style-type: none"> Knowledge of working for a registered Learning Outside the Classroom (LOtC) provider
Key Skills and Abilities	<ul style="list-style-type: none"> Exceptional communication skills Ability to verbally present to large groups of people Creativity Resourcefulness Self-motivated with proven ability to organise own workload Ability to differentiate resources to make accessible for all Reliable and flexible Ability to work both in an office and natural environment Detailed lesson planning 	<ul style="list-style-type: none"> The ability to use digital communication tools such as Articulate, Adobe Premier Pro, InDesign, Illustrator, Acrobat DC and to create learning resources Able to produce short educational films
Personal Attributes	<ul style="list-style-type: none"> Compassion and empathy for people, as well as animals Commitment to equality, diversity and inclusion and understanding of how it applies to own role An ability to deal with complex interpersonal situations 	
Other	<p>There will be a requirement to work some weekends and evenings There will be a requirement to work at off site locations</p>	