

# Raystede Centre for Animal Welfare



## Job Description

<b>Job Title:</b>	Education and Events Manager
<b>Responsible to:</b>	Head of Prevention and Education
<b>Location:</b>	Raystede Animal Centre
<b>Grade:</b>	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:**

- Development, management and delivery of all educational programmes based at the Raystede site. You will play a key role in the development of new initiatives designed to meet organisational strategic goals and objectives.

#### **1. Strategic Management of Visitor Engagement Programmes:**

- Develop and implement a comprehensive visitor engagement strategy, overseeing the coordination of events, visits, and public programmes to maximise educational impact. This should be developed to maximise participation at peak footfall times.
- Establish and cultivate strategic partnerships with local networks and collaborating charities to expand educational reach and achieve organisational goals.
- Represent the education department in strategic meetings, contributing to organisational planning and decision-making.
- Integrate visitor engagement strategies into animal welfare projects, maximising public awareness and participation.

- Drive the development of innovative onsite educational initiatives to enhance visitor experience and promote animal welfare messaging.

## **2. Specialist Event Development and Delivery:**

- Identification of key target audiences and developing effective marketing strategies to reach them.
- Lead the planning and execution of specialist educational events, collaborating effectively with Animal Care teams to ensure seamless delivery and alignment with animal welfare objectives.
- Conduct comprehensive audience analysis to identify and segment target demographics, ensuring educational programmes are strategically tailored to maximise engagement and impact.
- Establish the annual plan for the on-site education team in collaboration with relevant stakeholders.

## **3. Development and Management of Advice Services:**

- Define and establish the strategic positioning of Raystede as a key resource for animal welfare advice.
- Scope and design systems that will deliver this strategic objective

## **4. Growth and Development of an Established Adoption Information Service:**

- Develop and implement strategies to expand the reach and impact of adoption information activity (eg, adoption events), targeting key audience segments.
- Build on existing programme of adoption events to widen reach and diversify to address gaps in target species.

## **5. Tertiary Education Programme Development:**

- Design and implement a structured and impactful tertiary college engagement providing valuable learning opportunities for participants.
- Engage with key Tertiary education providers in Sussex to create a wide-scale, long term and sustainable engagement programme.
- Work with key stakeholders within Raystede ie colleagues from Animal Care departments to ensure collaborative delivery.

## **6. Veterinary Continuing Professional Development (CPD) Coordination:**

- Collaborate with Community Education, and Animal Care teams (especially veterinary staff) to support the development and delivery of veterinary CPD programmes, enhancing professional knowledge in animal welfare.

## **7. Staff and Volunteer Team Leadership and Operational Management:**

- Recruit, train, and manage a team of 3-4 staff (Education Officers), a team of casual staff and at least 20 volunteers, providing ongoing support, mentorship, and professional development to ensure consistent and effective programme delivery.

- Drive significant and sustainable growth of the volunteer programme through strategic recruitment and retention initiatives
- 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.

#### **8. Resource and Facilities Management:**

- Oversee the management of educational spaces and resources, ensuring effective utilisation and maintenance.
- Direct the design and production of educational resources, including leaflets, worksheets, digital content and signage, ensuring alignment with learning objectives and brand standards.

#### **9. Impact Monitoring and Evaluation:**

- Develop and implement robust monitoring and evaluation frameworks, including surveys and data analysis, to measure programme impact. Use our dashboard of impact metrics to target services and resources.
- Generate comprehensive reports and provide key performance indicators (KPIs) to inform strategic decision-making and demonstrate programme effectiveness.
- Demonstrate impact of all site-based Prevention and Education activities. Present this regularly to colleagues, Senior Management Team and when appropriate, the Board of Trustees, through written and oral reports.

#### **Key Working Relationships:**

##### **Internal:**

- Cultivate and maintain strong collaborative relationships with colleagues and volunteers within the education team to ensure seamless project execution, 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, and Visitor Operations teams to ensure integrated programme delivery and maximise organisational impact.

##### **External:**

- Identify, develop and nurture relationships with target audiences in the local community, including colleges, visitors, adopters and off-site event participants, to maximise engagement with the charity and ensure a positive and impactful learning experience.
- Act as a key liaison with external stakeholders to represent the charity's educational goals and values.

## **Scope and Accountability**

<b>Decision making</b>	<ul style="list-style-type: none"> <li>• Makes decisions about all aspects of Education activity happening on the Raystede site eg, numbers of attendees to events, staffing levels, venue organisation and maintenance.</li> <li>• Advises on and reviews policies and guidelines pertaining to general visitors and other invited audiences.</li> <li>• Manage Health &amp; Safety responsibilities and issues relating to Education operations on site.</li> </ul>
<b>Financial resources</b>	<ul style="list-style-type: none"> <li>• Responsible for ensuring expenditure on on-site Education activity sits within agreed budgetary limits.</li> </ul>
<b>Material resources</b>	<ul style="list-style-type: none"> <li>• Responsible for maintaining education equipment and spaces, reporting and following up with the Estates team or outside agencies if necessary. This includes educational signage and other physical communication materials.</li> </ul>
<b>Information and communication resources</b>	<ul style="list-style-type: none"> <li>• Responsible for submission of copy and other information to the marketing department as requested.</li> <li>• Overseeing data collection and maintaining records, ensuring strict compliance with applicable regulations.</li> <li>• Ensure written information provided to audiences is accurate, accessible, and professional.</li> <li>• Providing guides and written information to service users.</li> </ul>
<b>People management</b>	<ul style="list-style-type: none"> <li>• Full responsibility for Education Officers, casual staff, freelancers, and volunteers.</li> <li>• Oversight of all aspects of recruitment, training, and ongoing development.</li> </ul>
<b>Legal, regulatory and compliance responsibility</b>	<ul style="list-style-type: none"> <li>• Manage Health &amp; Safety responsibilities and issues relating to Education operations on site.</li> <li>• Understanding of compliance responsibilities around data protection.</li> <li>• Keep up to date with and adhere to all regulation around encouraging all types of visitors to visit a working animal welfare centre.</li> </ul>

## **Person Specification**

	Essential	Desirable
<b>Education and Qualifications</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree in Education, Animal related field, Environmental Science, or another related field.</li> </ul>	<ul style="list-style-type: none"> <li>• Post graduate certificate in Education or equivalent</li> <li>• Master's degree in a relevant field.</li> </ul>

<p>Knowledge and Experience</p>	<ul style="list-style-type: none"> <li>• Comprehensive understanding of animal welfare issues and best practices.</li> <li>• Knowledge of current educational trends and best practices.</li> <li>• Knowledge of marketing and communication principles.</li> <li>• Understanding of the UK education system, especially tertiary education.</li> <li>• Proven experience in developing and delivering educational programmes, ideally within the charity or animal welfare sector.</li> <li>• Demonstrated experience in managing and developing staff and volunteer teams.</li> <li>• Experience in strategic planning and implementation of visitor engagement programmes.</li> <li>• Experience in event management and coordination.</li> <li>• Experience in audience analysis and targeted programme development.</li> <li>• Experience in developing and maintaining stakeholder relationships, particularly with educational institutions and community groups.</li> <li>• Experience in data analysis and programme evaluation, including the use of KPIs.</li> <li>• Experience in creating educational resources and materials (leaflets, worksheets, digital content, signage).</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working in a similar role within a medium-sized charity.</li> <li>• Experience developing and delivering veterinary CPD programmes.</li> <li>• Experience in the design and creation of educational signage and onsite trails.</li> <li>• Experience of using CRM databases.</li> <li>• Experience of delivering education online.</li> <li>• Established relationships with tertiary education providers in Sussex.</li> <li>• Experience with development of advice services.</li> <li>• Experience in budget management and resource allocation.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Experience in risk management and ensuring compliance with policies and procedures.</li> </ul>	
Key Skills and Abilities	<ul style="list-style-type: none"> <li>• Strong leadership and management skills, with the ability to motivate and inspire teams.</li> <li>• Excellent communication and presentation skills, both written and verbal.</li> <li>• Strategic thinking and planning abilities, with the capacity to develop and implement long-term educational strategies.</li> <li>• Strong organisational and project management skills, with the ability to manage multiple projects simultaneously.</li> <li>• Ability to analyse data and generate insightful reports.</li> <li>• Excellent interpersonal skills, with the ability to build and maintain strong relationships with diverse stakeholders.</li> <li>• Proficiency in using digital tools and platforms for educational delivery and resource creation.</li> <li>• Ability to work effectively in a collaborative, cross-functional team environment.</li> </ul>	
Personal Attributes	<ul style="list-style-type: none"> <li>• Passion for animal welfare and a commitment to the charity's mission.</li> <li>• Ability to work independently and as part of a team.</li> <li>• Proactive and results-oriented approach.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Flexibility and adaptability to changing priorities.</li> <li>• Strong ethical standards and a commitment to professional conduct.</li> </ul>	
Other	A commitment to work an average of at least two weekend days per month for which TOIL will be given	