

**FERNE ANIMAL SANCTUARY**

**JOB DESCRIPTION**

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| **Job Title:** | Activities and Events Co-ordinator |
| **REPORTS to:** | Retail Manager |
| **INTERFACES:** | CEO  Senior Management Team  Colleagues  Volunteers  Customers |
| **Job Brief** | To develop and deliver activities and events at the sanctuary and throughout the community to educate people on how to better care for their animals.  To lead on the development of an annual calendar for events and activities  To manage a group of volunteers appropriate to the events to support the work and educate people in animal welfare.  To support the visitor services team to deliver an excellent experience for every visitor |
| **MAIN PURPOSE:** | Deliver the Sanctuary’s activities, and events in line with the Education Strategy.  Identify, develop and organise key visits / events which comply with the Sanctuary’s vision, values and ethos.  Attend a range of events promoting the work of the Sanctuary and the facilities it can offer.  To continually improve the understanding and importance of good animal care to the wider community. |

**Key tasks and responsibilities**

**Activities**

* To develop an ongoing programme of activities that support the objectives of the charity
* Design and construct the talks and trails for the ongoing programme
* Quantify the impact of the activities as evidence of delivering education on animal welfare
* Seek feedback from participants to improve the quality of trails and events
* To devise events that are relevant and also attract visitors throughout the year
* To write articles and features for the sanctuary magazine and other publications
* Assisting with other administrative tasks when necessary

**VOLUNTEERS**

* To train a group of animal rangers to support the education work across the sanctuary
* To ensure the volunteers understand the health and safety requirements

**SOCIAL MEDIA**

* To deliver an agreed programme of post across all social media platforms
* To respond to posts from subscribers
* To generate new posts in line with our events and educational objectives
* To schedule posts on Buffer
* To liaise with all teams to ensure their interests are represented on our social media platforms

**MARKETING & PROMOTION**

* To assist in the design and emailing of newsletters
* To generate signs for the sanctuary as required
* To work with fundraising to ensure their activities are effectively promoted across the sanctuary

**GENERAL**

* To provide lunch cover for Visitor Services
* To help in the Gift Shop as required
* To assist with fundraising across the sanctuary

**VOLUNTEER ADMINISTRATION**

* Liaise with interfaces for which you are recruiting volunteers to understand how they work, develop partnerships, and assess their needs
* Generate appropriate volunteering opportunities and role descriptions based on the needs of the organisation
* Raise staff awareness of the role and the function of volunteers
* Ensure there is appropriate support and training for volunteers
* Promote volunteering (internally and externally) through recruitment and publicity and campaigns
* Organise thank you events
* Offer advice and information to volunteers and external organisations through presentations, one to ones, telephone and email contact
* Organise profile-raising events to attract new volunteers
* Keep up to date with legislation and policy related to volunteering and make any necessary modifications to accommodate changes
* Maintain databases and undertake any other administrative duties.

**SYSTEMS**

* MS Office
* eTapestry
* Graphic Design Package

You will work 35 hours over 5 days including weekends. You may be asked to work additional hours as necessary for which time off in lieu will normally be given, rather than payment.

The above outlines the duties required to indicate the level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time which do not change the general character of the job or the level of responsibility.

The post holder will contribute positively to a harmonious and collaborative working environment and have a positive approach to continuous personal development.

The Sanctuary reserves the right to vary or amend the duties and responsibilities of the post-holder at any time according to its needs.

Job Descriptions only reflect 80% of a role and are not an exhaustive list of duties. You will be expected to carry out other activities that are within the scope of the role.

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| **Agreed** that the job description is a fair and accurate statement of the requirements of the role:  Job Holder………………………………………………………………………………….. Date……………………………………  Line Manager ………………………………………………………………………………….. Date……………………………… |

**PERSON SPECIFICATION PEOPLE & BUSINESS ADMIN**

Criteria which will be used in shortlisting and selecting candidates

| **QUALIFICATION/**  **EXPERIENCE/ QUALITY** | **ESSENTIAL** | **DESIRABLE** |
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| **Education** | Good standard of general education including a minimum of 5 GCSEs grade A - C including Maths and English |  |
| **Abilities** | Good attention to detail & high level of accuracy  Excellent communication skills including both verbal and written  The ability to work effectively as part of a team & independently  Highly organised with proven ability to priotise workload with good time management  Strong customer service and relationship building skills | Experience of working with external groups and parties. |
| **EXPERIENCE** | Proven work experience Administrator or relevant role  Computer literacy (MS Office applications, in particular)  Understanding of employment laws | Experience of working/managing groups of volunteers.  Experience of working with Graphic Design packages i.e. Adobe, Canva |
| **Other** | A proactive and organised approach to work  Interest in, and commitment to, the aims and objectives of Ferne Animal Sanctuary  Flexible approach  Full valid UK driving licence/ ability to travel  Friendly, calm and professional manner |  |