



## **JOB DESCRIPTION**

Job Title: Education and Outreach Manager

Reports to: CEO

Responsible for: Outreach and education volunteer teams

Salary: £29,700

Full time: 37.5 hours per week (part time of 30 hours per week may be considered)

### **About BCDH**

Every cat and dog should enjoy a healthy life and a happy home. Through advice and support in our community, to rescue, rehabilitation and rehoming at our centre, we positively transform the lives of pets.

### **The role**

The purpose of the role is to deliver Bath Cats and Dogs Home's (RSPCA Bath & District Branch) education and outreach work in line with our organisational strategy.

To fulfil this purpose this role works within our RSPCA Branch area to benefit animals which aren't in our immediate care and through providing support to owners where it's needed most.

Working within the community you'll build and manage partnerships with third parties, delivering services within our area and with individuals themselves, with the aim of supporting marginalized pet owners, ensuring they get the support they need to provide for their pets.

This role is also responsible for planning and delivering our education programme to school age children and educating our communities on how they can best care for their pets.

### **Principal tasks**

- Identify, develop, lead and manage projects benefitting the pets of vulnerable pet owners within the community to ensure the best animal welfare and where possible enabling animals to remain with their owners (when appropriate).
- Develop links with BANES Public Health and Housing services and partner with other charitable service providers to develop partnerships that will benefit vulnerable pet owners ensuring they have access to support which will benefit their pets.
- Manage and champion the Together Project - free veterinary provision for Bath's homeless and most vulnerable – including project management, health and safety, generating standard operating procedures and volunteer support.

- Working with relevant animal care colleagues manage BCDH's low- cost neutering programme.
- Manage BCDH's programme for offering financial assistance towards veterinary costs for those on low incomes. Working with potential clients to assess eligibility and the level of support offered.
- Work with our local RSPCA Inspectors to identify priority animal welfare needs/trends in our area and develop projects to improve the lives of pets.
- Identify new education and outreach projects that will advance the strategic objectives of BCDH.
- Use evidence and data to evaluate the impact of BCDH's outreach and education projects, to lead future scope of service and delivery.
- Create business plans for new project viability and put in place evaluation and impact measures.
- Plan, lead and deliver BCDH's education programme, updating course programmes in line with the national curriculum to promote good animal welfare and responsible pet ownership in school age children.
- Facilitate educational visits at Bath Cats and Dogs Home and at local schools.
- Work with the RSPCA Education teams where practical to roll out RSPCA led initiatives in our area
- Identify how volunteer support can benefit our education and outreach projects and work with the volunteer Co-ordinator to identify recruit and train volunteers to support BCDH's outreach and education programmes. You will have responsibility for the welfare of volunteers working on E&O projects.
- Work with the Fundraising team to identify and supply details of education and outreach projects that are eligible for external funding to secure their longevity.
- Work with the Communications team to share details of all education and outreach projects to raise awareness and generate support.
- Improve the current reporting system and maintain accurate records of projects including providing stats to measure our impact so detailed funding reports can be prepared by fundraisers and deliverable objectives measured.
- Act as an ambassador to promote the importance of BCDH education and outreach projects to BCDH staff and volunteers.
- To provide annual budgets and plans with regular financial and performance reports as requested by the Head of Animal Operations/CEO.
- Be an active member of BCDH's management team, collaborating effectively with others to achieve the greatest impact for the charity and inspiring all BCDH team members.
- Encourage effective working relationships between all teams, colleagues, volunteers and Trustees, to support communications and marketing work.

## **Knowledge, skill and experience**

Competence/ Experience:

### **Experience – essential**

- Proven experience of educating/working with young people, members of the public, and/or hard to reach groups (such as priority community groups including the elderly and homeless)
- Competent and engaging public speaker with a successful track record of presenting and delivering educational workshops.
- Excellent interpersonal skills with the ability to influence and to display diplomacy when dealing with sensitive issues.
- Experience of accurately recording information and providing impact reports based on achievements.
- Ability to work creatively with others on the development of new project concepts in line with BCDH's strategy.
- Experience of working with financial information and managing project budgets
- Excellent communication skills with ability to develop strong relationships across the organisation and with key stakeholders.
- Strategically focused with experience of developing long term plans based on knowledge, insights and analysis.
- Strong project management delivery from idea generation to implementation.
- Effective decision-making to enhance and protect the charity's brand and reputation.
- Excellent IT skills, including database management
- Commitment to Bath Cats and Dogs Home's values and a working style that reflects these
- Ability to work varied hours, including some evening and weekend commitments.

### **Desirable**

- Experience of working for a charity
- An understanding of animal welfare issues in the UK and animal related experience
- A teaching, youth or community work qualification and/or an animal related qualification is desirable.
- Line management or leadership skills

### **Professional/Technical Qualifications/Skills:**

- Excellent IT skills, including database management – Microsoft Office

## **1. Organisation**

Bath Cats and Dogs Home is operated by RSPCA Bath & District Branch.

## **2. Job Context**

Work is carried out within general guidelines in accordance with the RSPCA Licensing Scheme and other relevant Branch policies and procedures. Field officer audit reports provide additional general guidance.

3. **Additional information**

- The work requires some out of core hours working, including evening and weekend commitments.