

## Job Description

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<b>Job title:</b>	<b>Engagement Officer Wales</b>
<b>Department:</b>	Woodland Operations
<b>Reporting to:</b>	Operations Manager Wales
<b>Location:</b>	Working from home
<b>Hours of work:</b>	Monday to Friday 08:30 – 17:00 with an unpaid break of one hour for lunch
<b>Contract:</b>	Permanent
<b>Salary:</b>	In the range £22,000 - £25,000
<b>Other:</b>	The post holder will be required to travel throughout Wales to support staff and people engagement programmes and will be expected to attend regular meetings at the Woodland Trust head office in Grantham

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### Job Summary

As a member of the Wales site management team, the Engagement Officer Wales role requires you to deliver high quality visitor experience at Woodland Trust sites and support programmes which use our sites to engage communities, individuals, volunteers and partners with the Trust's strategic vision. As a public facing representative you are required to demonstrate professionalism at all times, deliver consistently to a high standard, develop effective relationships and promote the Trust with imagination, energy and flair.

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### Key Responsibilities

Responsibility	% time
<b>Ensure inspiring visitor experiences:</b> Develop and implement visitor experience plans for projects at selected Woodland Trust sites, assisting the income team in bid and report writing, monitoring effectiveness on-going and sharing best practice both inside and outside the organisation. Assist with developing appropriate interpretation and information material to enhance visitor experience at Trust sites. Be responsible for budget management for site-focused communications and engagement activity.	35
<b>Create engagement:</b> Provide support for the use of our sites by target audiences that builds and strengthens external relationships to delivers landscape resilience and engagement with the Trust and contributes to our strategic vision.	15

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Responsibility	% time
<b>Deepen relationships with target audiences:</b> Working closely with the Communications and Branding Department, ensure engagement programmes are clearly defined, resourced, effectively promoted and contribute to meaningful supporter journeys.	10
<b>Generate local awareness:</b> Work with the Wales Communications Officer and Site Managers to generate and deliver agreed local communications activity to promote coverage of activity on Trust sites in Wales through appropriate channels.	10
<b>Connect with Woodland Trust volunteers:</b> Working with Site Managers, recruit and manage volunteers who will enhance visitor experience at Trust sites. Work with volunteer managers throughout the Trust to support, engage with and develop the potential for existing and new volunteers, for example by co-ordinating contact with volunteers active throughout Wales, including managing general communications with volunteers and creating opportunities for volunteers and staff to meet and work together.	10
<b>Communicate internally:</b> Plan, coordinate and manage internal communication about activity on our sites to ensure information is shared effectively and efficiently. Participate in dialogue with other Regional Communications and Engagement Officers across the UK, including interface with the central Visitor Experience and Community Engagement team.	5
<b>Manage staff and projects:</b> Supervise site specific community engagement projects and staff (currently the Community Engagement Officer delivering the 3 year funded programme under the Cefn Ila Visitor Improvement Project)	10
<b>Other duties:</b> Perform other duties which may reasonably be assigned by your manager	5
Total	100

### Qualities / Skills / Experience Required

- **Communication:** Proven communication skills, both verbal and written, and the confidence to represent the Woodland Trust, both internally and externally, in a professional, competent and positive manner, and the ability to inspire others to become involved.
- **Innovative:** You will be innovative and able demonstrate an ability to create and deliver new ideas that further the Trust's aims in engaging with people.
- **Professional:** Self-motivated, flexible and well organised, you will be able to demonstrate experience of meeting targets to tight deadlines for internal and external customers. You will have a 'can do' positive approach and be able to work independently and remotely.
- **Self-aware:** You will be able to demonstrate a willingness to develop your own skills and help develop those around you.
- **Collaborative:** Demonstrate the ability to work within and across multiple teams with a variety of skills and including involving both staff and volunteers.
- **Specialist knowledge:** Experience of working with volunteers and communities, and knowledge of what constitutes successful interpretation and information transfer.
- **IT competency** in MS Office, especially Word, Excel and Outlook, database management and new communication tools
- **Welsh language** Knowledge of how to meet the requirements of working in a bilingual environment. The ability to communicate in Welsh is highly desirable.