

## **Goodheart Animal Sanctuaries is looking for a Visitor & Education Manager**

### **About us**

Goodheart Animal Sanctuaries (GHAS) is a charity which aims to rescue farmed animals from harm and neglect by providing them with a permanent home. We work to provide a better future for farmed animals through compassionate care, education, and advocacy.

GHAS is the recipient of the Global Federation of Animal Sanctuaries Award for '*Outstanding Farmed Animal Sanctuary of the year 2022*

We are set within a beautiful 92 acre site between Ludlow and Kidderminster and run by a team of ten people including an animal care team and a fundraising team.

Operational since 2017, we have developed an indoor Visitor and Education Room; Outdoor Education Classroom and Area; Pig Parn and Woodland Project; Goodheart Home for Rescued Hens and are about to start work on our Rehabilitation and Special Care Unit.

Alongside our rescue mission, one of our main goals is to change the perception of farmed animals through a dedicated Education & Outreach programme, which will encompass visits at our sanctuary, outreach work in the community, as well as an educational presence on digital platforms.

### **Visitor & Education Manager (Fulltime and Permanent)**

We are looking for someone to join our small team to help develop and support Goodheart as we grow.

Our new team member will need to continue to develop our Visitor Programme which at the moment is primarily hosted via AirBnB and attracts 5 star reviews. The visitor experience needs to be engaging and thought provoking; introducing visitors to our rescued animals and gently encouraging support for a plant-based lifestyle. All Goodheart's animals are known individually.

The role will look to develop and encompass opportunities with schools and school groups such as hosting exciting and age-appropriate trips and workshops at our sanctuary and expanding this into outreach work within the community.

Alongside managing and delivering the Visitor Programme and Educational output for Goodheart, the role will also include:

- Working closely with the animals, providing support for the Animal Care Team and developing a full understanding of animal husbandry and welfare practices at the sanctuary
- Working closely with our Marketing & Communications Assistant to provide educational content for the website and social media platforms i.e. appearing in educational videos etc.
- Support fundraising activities such as organisation of the Annual Open Day and educational input for grant applications.

There is also an administrative support element to the role.

## **Key responsibilities**

This role can broadly be divided into three different areas:

### **Ongoing responsibilities throughout the year**

- Developing visitor opportunities to engage the public from school children through to bespoke AirBnB tours and experiences
- Ensuring an up-to-date knowledge of farmed animal issues including political policies/national campaigns/ welfare/ global environmental impact
- Supporting Marketing to create educational content for the website and social media
- Working with Fundraising to assist with grant applications and other fundraising opportunities.
- Engaging with schools and social groups to host visits and outreach
- Continuously looking for new ways to drive and expand the Education & Outreach programme, with the goal of becoming a leading organisation in this area.
- Supporting and developing Volunteers

### **April to September**

(Primary Focus)

- Organise the sanctuary's seasonal visitor programme which runs from Easter to the end of September. This will be in collaboration with AirBnB and directly via our website. This will involve working up to three weekends a month during these summer months.
- Coordinate the organisation of the Annual Open Day.
- Develop visitor fundraising opportunities onsite such as hosting birthday parties through to corporate hire with a twist.

### **October to March**

(Site not generally accessible to visitors)

Along with the ongoing responsibilities throughout the year; during the autumn and winter months the role will focus on:

- Developing a bank of educational content to be used throughout the year e.g. online learning resources, videos etc.
- Providing light administrative support for Goodheart e.g. data input
- Providing support to the team during busy seasonal periods such as Christmas by helping with the mailing out of gifts and Animal Adoption Packs
- During these months you will also need to provide support when needed to the Animal Care Team (working outdoors with the animals) to both help cover their needs and also maintain a working knowledge of how the sanctuary operates and the individual animals and their characters.

In all of the above, you will need to follow all necessary policies, operating procedures and safe working practices to ensure we comply with all relevant guidelines

## **Personal Specification**

The successful applicant will need a proven track record in engaging with the public of all ages.

You will need to be educated to degree level; however relevant experience will be considered

You will need to be a confident public speaker and have the ability to build good relationships with various stakeholders.

Be confident to communicate complex and contentious issues in a clear, concise and engaging manner

Knowledge of farmed animals or willingness to learn about all aspects of their care and the issues they face.

Have the ability to work independently; be able to manage your own work load while taking the lead to develop the public engagement programme; and at the same time undertaking basic administration responsibility.

Have a sympathetic approach to a plant-based lifestyle and willingness to promote these views to relevant audiences in an informative and diplomatic manner

A full driving license

Good IT Skills

## **Notes**

This role is predominantly based on site (DY14 0BE); You will be expected to undergo an Enhanced DBS Check; the Role will require regular weekend working (up to three weekends a month) in the summer and then Monday to Friday (if preferred) during the winter.

## **What we can offer**

£24,500 Starting Salary

28 days annual leave including bank holidays

Dedicated pension scheme

Become part of a new and forward thinking team aiming to deliver a world class project.