

Longtown Outdoor Learning Trust Development Officer (Part time)

Post title: Development Officer

Salary range: £25,845 - £29,165 (pro rata)

Hours: 676 per annum (flexible, but based on 2 or 3 days per week)

Location: Longtown Outdoor Learning Centre

Reports to: Head of Centre

Overall purpose of the post

- To promote Longtown Outdoor Learning Trust (LOLT) to a broad range of potential users across the UK and further afield.
- To increase occupancy rates at the centre, especially by maximising occupancy for the emerging 'permanent camp' option and attracting new business for the shoulder months.
- To achieve innovative income generation via fundraising for discrete projects e.g. the development of a new activity (with associated training, equipment and infrastructure).

Key tasks and roles:

1. Increase the number and occupancy of residential weekday groups, especially targeting three periods:
 - a. Summer term-time groups using our NEW camp-based option
 - b. Residential groups in the 'shoulder' months of February / March and November / December
 - c. Holiday period bookings – Easter and Summer
2. Increase the number of residential week-end groups in term-time
3. Increase the number of day activity bookings in term time and holiday periods
4. Developing our relationships with school customers so that the number of our 3 main products that they purchase is increased:
 - a. Residential and day courses
 - b. Service Level Agreements for the Advisory service
 - c. Educational Visits training courses
5. Increasing the booking rates for Educational Visit Co-ordinator training courses
6. To create a distinctive and attractive profile for Longtown Outdoor Learning Centre using a range of methods including:
 - a. Electronic media - Leading the development and updating of the website, Facebook, Instagram pages and presentations.
 - b. Printed media – Creating relevant and attractive promotional materials

- c. Developing relationships with local and regional press to give LOLT a high profile locally and in relevant professional publications.
 - d. Face to face presentations and network meetings.
7. Maintain contact and develop relationships with visiting staff/leaders by obtaining and reviewing feedback. Monitor and evaluate feedback and recommend LOLT actions to improve the customer experience.
 8. Research potential school customers and the key people to contact. On a rolling basis send out information (paper and electronic) on a 'warm call' basis and follow up with telephone contacts and/or visits by the Head of Centre. Keep schools up to date with developments at the centre.
 9. Research local and regional networks of youth and children's organisations to develop opportunities for week-end and holiday period bookings.
 10. Ensure good analysis and record keeping of customer bookings and potential bookings to enable future marketing to take place.
 11. To research and undertake fundraising for discrete projects e.g. the development of a new activity (with associated training, equipment and infrastructure).
 12. Supporting the strategic development of the charity.
 13. To plan a range of events that are designed to:
 - a. Increase the awareness of LOLT's work
 - b. Raise funds towards achieving LOLT's purpose.
 14. To be committed to safeguarding and promoting the welfare of children, young people and adult visitors.
 15. Demonstrate awareness/understanding of equal opportunities and other people's behavioural, physical, social and welfare needs.
 16. Ensure that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons, and to comply with the policies and procedures relating to health and safety within the centre.
 17. Carry out any other duties which fall within the broad spirit, scope and purpose of this job description and which are commensurate with the grade of the post.

This job description reflects the major tasks to be carried out by the post holder and identifies a level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

Person specification

Have you got what it takes?

Come and join our friendly independent Outdoor Adventure Team. We are looking for a highly motivated, enthusiastic individual with a passion for learning, the outdoors and life!

EDUCATION AND QUALIFICATIONS

Essential criteria

- This post requires the completion of an enhanced Disclosure and Barring Service (DBS) check (Child Barred)

Desirable criteria

- A relevant degree and / or experience in marketing & sales or fund raising

EXPERIENCE AND KNOWLEDGE

Essential criteria

1. Prior experience and proven ability in marketing, sales and fundraising.
2. Well-developed ICT skills and prior experience of web site management and social media use for the purposes of e-marketing.
3. Well-developed inter-personal, problem solving and communication skills.
4. The ability to work flexibly and energetically.
5. Professional attributes – organisational skills, punctuality, timekeeping and communication skills (both written and oral).
6. Experience of leading fundraising initiatives.
7. The confidence and ability to liaise directly with internal and external stakeholders to ensure the success of programmes.
8. Equal opportunities – The ability to demonstrate awareness and understanding of equal opportunities and to accommodate other people's behavioural, physical, social and welfare needs.

Desirable criteria

1. Prior experience of initiating and managing promotional and / or fundraising events.
2. Experience of training and developing others in communications / sales / marketing techniques so that more staff can become involved in marketing.
3. Knowledge of Crowdfunding / Donate.
4. Experience of working in the charity sector.
5. Experience of working in the outdoor learning sector.