



Edinburgh Dog and Cat Home

Job Description

Job Title	Education Officer
Reporting to	Community Engagement Manager
Responsible for	Education Volunteers
Location	Edinburgh Dog and Cat Home, 26 Seafield Road East
Salary	£24,000 - £26,000 Hours: 35 hours per week (including some weekends for events if required) Permanent

Summary

The Education Officer is a pivotal role within the Community Engagement team and will be a key player in the delivery of the Home's community outreach strategy supporting pets and their owners through education to keeping pets in their homes.

Building on the successes of our education service, Edinburgh Dog and Cat Home is looking for an exceptional Education Officer to drive and develop the programme further as part of our community engagement plan. In the role you will create interactive and engaging educational workshops, liaise with partner organisations and schools, support pet owners through education and lead on educational campaigns.

An excellent communicator, you will have the ability to communicate at all levels as well as deliver educational content in a fun and engaging manner whilst delivering key messages about animal welfare and responsible pet ownership.

Duties and responsibilities

Development of Educational Programmes:

- Develop educational programmes to support vulnerable pet owners and empower them to be able to provide essential care for their pets
- Develop educational products which will generate income while also providing a useful resource for pet owners
- Create new and engaging educational content including tailored primary and secondary interactive workshops with a focus on responsible pet ownership and animal welfare.
- Engage and work with local teachers, schools, and Council Education Departments to ensure programmes fit with the Curriculum for Excellence and any relevant objectives they have for local schools.
- Deliver training programmes to enable Education Volunteers to deliver educational talks covering key messages and develop public speaking skills.
- Create and develop new digital content to support online learning and increase educational outreach.
- Design of new educational initiatives identified as outreach opportunities for the Home.

Delivery of Education Programmes:

- Be the face of the Home's education programmes by being out in the community delivering educational content and supporting education volunteers.
- Deliver educational courses, as both product and service, on behalf of the Home to customers who have bought our courses and to socially vulnerable groups being supported by our services.
- Identify and approach schools, youth groups and other relevant organisations to introduce the educational outreach programme and encourage bookings.
- Confidently deliver engaging and fun interactive workshops across the community, being sure to leave a lasting impression with the people taking part.
- Review the workshops on regular basis ensuring to take feedback from past bookings into consideration.

Volunteers:

- Working closely with the Volunteer Coordinator recruit, train and manage a team of Education Volunteers to assist with the delivery of the educational outreach programme.
- Provide ongoing support and direction to your team of volunteers, ensuring that they are delivering consistently strong workshops with the most up to date messages from the Home.

Campaigns:

- Work closely with the wider community engagement, fundraising and communications team, ensuring to keep yourself up to date with current campaigns and events at the Home.
- Keep up to date with external campaigns in the animal welfare sector and trends, being ready to react and build educational campaigns or courses based on these trends.
- Research and explore opportunities for future impact through education for the Home providing recommendations on areas of potential development.
- Design, package and deliver other educational workshops and training sessions fitting in with organisational needs.
- Support the Community Engagement team by developing sessions such as 'Pet First Aid' for community events and 'lunch and learn' sessions for corporate partners.

Administration:

- Maintain booking records on the Home's database, ensuring information is accurate and current.
- Manage the programme diary following set processes and procedures to ensure all bookings are managed appropriately and efficiently.
- Follow up on all sessions and workshops to gather feedback via SurveyMonkey and record responses accordingly to use for future development of workshops.

Other:

- Attend the Scottish Animal Welfare Education forum and work with other leading animal welfare organisations to help shape the landscape of animal welfare education in Scotland.
- Regularly monitor, analyse, and report on the educational outreach programme to the Community Engagement Manager
- Contribute to the communications strategy and budget and participate in the development, implementation and maintenance of policies and procedures relating to your role.
- Work with the fundraising and communications team to plan and implement coordinated messaging across supporter groups.
- Coordinate and facilitate site visits for as part of the education programme.

- Responsible for reaching agreed targets with the Community Engagement Manager.
- Promote the work, mission, vision, and values of the Home at all times.
- Ensure a continuous development of skills and knowledge required for the post, undergoing training and review as required by the Home.
- Any other reasonable duties commensurate with the post.

Person Specification

	Essential	Desirable
Education and Training	<ul style="list-style-type: none"> • Good level of education • IT literate in all Microsoft packages 	<ul style="list-style-type: none"> • Relevant qualification in an animal welfare related study
Experience	<ul style="list-style-type: none"> • At least 2 years' experience in teaching, delivering training or in public speaking • Experience of establishing and developing relationships with suppliers and supports such as educational establishments • Experience of designing and delivering interactive workshops, training sessions and/or presentations to a diverse range of people 	<ul style="list-style-type: none"> • Experience of working within small to medium size charity • Experience of community outreach projects tackling social vulnerabilities • Management of volunteers
Skills and Knowledge	<ul style="list-style-type: none"> • Excellent communication skills both written and verbal, a storyteller who can communicate and build rapport at all levels • Strong and confident public speaker • Good research skills to identify prospective support • Excellent organisational and administrative skills with an attention to detail • Strong relationship management skills • Strong IT skills, proficient in Microsoft Office 	<ul style="list-style-type: none"> • Ability to develop graphic, digital and video content • Knowledge of the challenges faced working in a third sector organization • Knowledge of animal welfare
Personality	<ul style="list-style-type: none"> • Engaging, confident and dynamic personality able to present to and hold the attention of people of all ages • Positive professional attitude 	

	<ul style="list-style-type: none"> • Friendly, outgoing manner, able to develop and sustain long-term working relationships with people at all levels • Hands on and target driven approach • Adaptable to changing demands and priorities • Persuasive advocate for animal welfare • Have a creative and constructive approach to challenges and opportunities • Empathetic and understanding of social vulnerabilities in society 	
Other	<ul style="list-style-type: none"> • Full driving license prepared to travel and work hours as required 	