



Connect 2 Nature Braunton Project Coordinator

Job Description & Person Specification

Full Time Post 37.5 hours per week

Fixed Term Contract until October 2024

£26,700 per annum plus 3% pension

Closing Date for Applications: Friday 23rd September 2022

Location: Braunton Countryside Centre, Caen Street, Braunton, Devon EX33 1AA

Introduction:

Braunton Countryside Centre lies at the heart of the North Devon UNESCO Biosphere and Area of Outstanding Natural Beauty. Since its redevelopment in 2017, the Countryside Centre has gone from strength to strength thanks to a strong board of Trustees and dedicated group of volunteers. It attracts over 10,000 visitors a year and is the only Countryside Centre in North Devon providing information, interactive and live exhibits, interpretation, events, activities and experiences promoting the natural heritage of the area.

Project Summary:

The North Devon Environmental Trust have been successful in a bid to the Heritage Lottery Fund which will be match funded by Power Vault Ltd. The project which is for 2 years, will connect people with nature in the Parish of Braunton and help secure the financial future of the Braunton Countryside Centre.

The project will employ a project coordinator and work experience students with the aims of:

- Developing nature based events, activities and experiences in the Parish of Braunton.
- Promotion as a natural and cultural heritage hub in Braunton for our partners such as the North Devon Biosphere and Devon Wildlife Trust
- New interpretation, marketing assets and online presence
- Developing new business opportunities to secure new income streams to the Centre to support our financial future such as a coffee shop offer, increased sales items and membership schemes
- Engage people usually disadvantaged from taking part in nature e.g. by working with Live Well Braunton to support those who may be socially isolated from accessing nature.
- Ensure knowledge transfer of local biodiversity and ecological skills to the younger generation.

The projects aims will help to deliver a number outcomes including raising awareness of unique wildlife and habitats in Braunton which make up the core of the UNESCO designated Biosphere. Outcomes will also help engage our community and visitors in nature recovery and climate action as well as helping a diverse range of people access natural resources leading to improved wellbeing.

Project partners include Braunton Parish Council, Live Well Braunton, The Tarka Trust, North Devon Biosphere and the North Devon AONB.

Purpose of the Job

We are looking for a highly motivated individual to help us deliver our mission which puts the Countryside Centre as the central hub for nature connection and awareness in North Devon. This aims to secure a sustainable financial future through new income streams whilst delivering on our vision of connecting locals and visitors alike to nature, promoting the unique character and enjoyment of the Braunton Coast and Countryside.

Roles & Responsibility

- Creation of a programme of activities, events and experiences which promote nature connection and the natural heritage of Braunton and North Devon including:
 - Local food and drink production (e.g. wine, beer, cider, cheese making)
 - Foraging for wild food (e.g. mushrooms, seafood, herbal remedies)
 - Learning about plants or animals with a guide (e.g. rockpool rambles, freshwater surveys, rare plants and wildlife encounters, citizen science activities)
 - Boat / kayak/stand up paddle board wildlife tours
 - Art/ craft activity linked to nature (e.g. woodcraft, willow weaving)
 - Wellbeing activity linked to nature (e.g. yoga, meditation, forest bathing)
 - Eco lifestyle workshops (e.g. zero waste, energy efficiency, reducing personal carbon footprint)
 - Archaeological / historical / local heritage activities (e.g. World War II heritage of Braunton Burrows)
 - Family and children's nature activities (e.g. holiday crafting, pond dipping)
 - Conservation management activities (e.g. tree planting, hedge laying, coppicing, gardening, permaculture, rewilding)
 - Courses on natural environment and wildlife photography (e.g. birding)
 - Rural skills and bush craft activities (e.g. charcoal making)
 - Traditional/eco building activities (e.g. straw bale building)
 - Overnight or week long courses or activities (e.g. wild camping)
- Working with local guides, experts, landowners and wildlife organisation partners to plan and develop activities ensuring a 5 star customer experience
- Developing our online presence
- Recruiting and managing volunteers and interns/ work experience placements
- Ensure H&S, risk assessments, covid compliance, insurance and safeguarding requirements
- Promote equal access to nature by engaging and developing activities with different and diverse groups who would usually experience barriers to nature connection. Work with local partners such as Wave Wahines and Live Well Braunton to achieve this.
- Creation of branded bespoke eco tour experiences with wildlife/wild food guides using online marketing platforms to reach potential customers.

- Create a marketing plan and communication plan including social media and regular newsletter
- Monetise website with adverts, referral fees, click links, donations from e-commerce sites
- Increase Shop Sales Items such as printing exclusive cards, framed pictures and eco merchandise eco items
- Develop a Membership and supporter scheme including developing a membership pack and special offers for supporters
- Formalise our Legacy donations scheme to recognise contributions made in memorial
- Promote business sponsorship opportunities, assigning a prominent area in BCC to promote likeminded businesses. Develop our BCC Business directory and interactive map
- Develop other business ideas to generate income for the Centre
- Monitoring and achieving against agreed targets and KPI's for income generation, quality of visit and footfall targets
- Working with the Treasurer to ensure budget management and information for funding claims using online accounting system
- Compilation of reports and information for Trustees, Steering Committee and funding bodies.

Supervision:

The postholder will be responsible to the Project Manager with regular reporting and updates to the Chairman, Treasurer, Volunteer Coordinator, Board of Trustees and Project Steering Group

Responsibility:

The post holder will be responsible for helping supervise contractors, activity providers, interns and volunteers.

Person Specification:

Qualifications, Education and Training	Essential / Desirable
<ul style="list-style-type: none"> • Educated to degree level in a related discipline such as Environmental Management, Communications or Business Studies 	E
<ul style="list-style-type: none"> • First Aid at Work • DBS 	D
Experience	
<ul style="list-style-type: none"> • Project management experience including budgetary management • Stakeholder and community engagement. • Experienced with developing partner relationships • Marketing and communications and environmental awareness campaigns • Development and management of volunteers and/or interns • High level of customer service and visitor experience • Use of social media and website content creation • Use of online booking and event system management. 	E
<ul style="list-style-type: none"> • Experience of working with a “not for profit” organisation • Experience of preparing funding applications and preparing business cases • Experience in risk assessment and health & safety for outdoor working. • Use of Wordpress and creative/graphic design software packages 	D

Knowledge	
<ul style="list-style-type: none"> • Habitats, wildlife and Nature Recovery • Practical skills and experience of conservation management • Citizen science • Species identification • Nature health and wellbeing agenda • Promotion of equal access to nature 	D
<ul style="list-style-type: none"> • Local knowledge of ecology, habitats, wildlife, heritage and sustainability issues within the North Devon UNSECO Biosphere core area. 	D
Skills & Competencies	
<ul style="list-style-type: none"> • Exceptional interpersonal skills being able to motivate and empower people to take up nature connection. • Able to work on own initiative • Analytical skills, ability to plan and co-ordinate • Ability to plan, communicate, manage and evaluate organisational objectives and goals • Ability to organise and prioritise work activities and meet deadlines • Ability to act as a confident advocate for the North Devon Environmental Trust in public situations • Effective communication including excellent written, verbal and listening skills • Report writing, record keeping, presentation and interpretation skills • Fully competent with the use of ICT 	E
<ul style="list-style-type: none"> • Proven leadership, line management, team motivation and organizational skills • Experience with video editing 	D

Place of Work:

Braunton Countryside Centre, Caen Street, Braunton, Devon EX33 1AA. Flexible and home working can be facilitated. Reasonable travel expenses and allowable expenses will be covered as part of the project.

Working Hours:

37.5 hours per week with a working pattern of core hours between Monday – Friday 9am – 5pm. Candidates must be able to work evenings, school holidays and at weekends to facilitate events and activities where time off in lieu will be given.

Annual Leave Entitlement:

25 days plus bank holidays

We welcome applications from all sections of the community. If you are a job share candidate or contractor we would be pleased to receive your application with information on how you would facilitate this post.

How to Apply:

Please apply with your CV and a covering letter explaining how you meet the requirements of the post and how you would fulfil the aims of the project.

Applications should be emailed to:

Nicola@brauntoncountrysidecentre.org

In person interviews are expected to take place week 3rd October 2022.