



ALNE WOOD PARK COORDINATOR

CANDIDATE PACK

March 2025

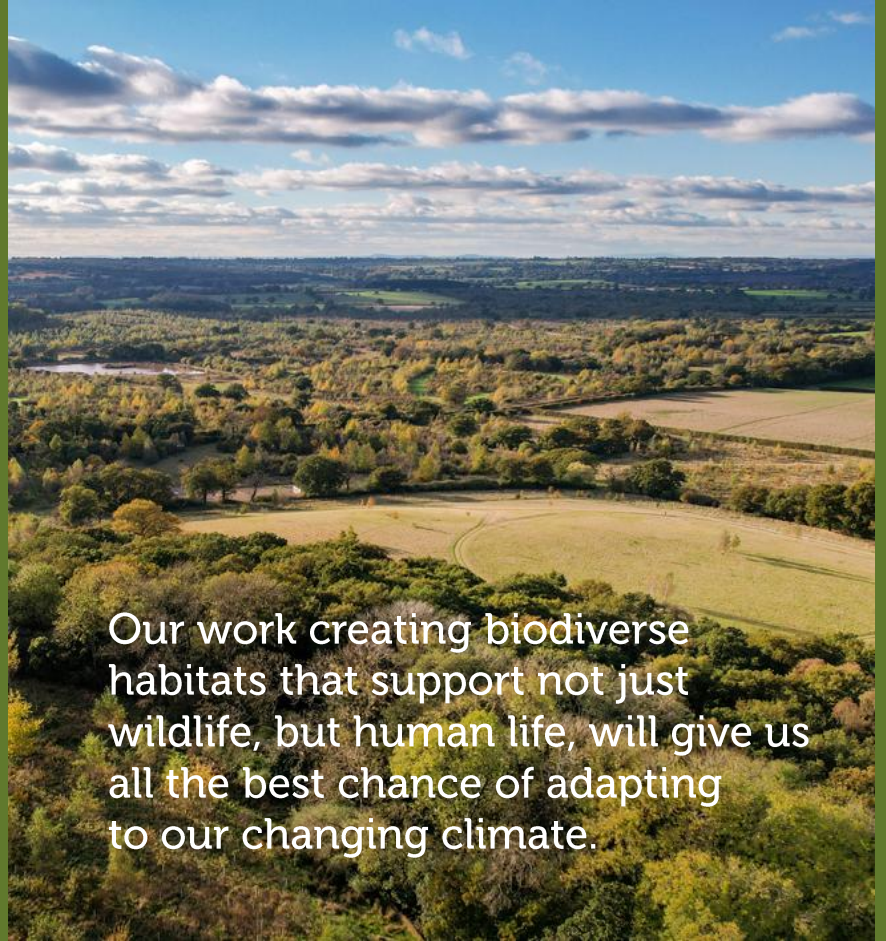
WHO WE ARE

The Heart of England Forest is **helping to reverse centuries of woodland decline** by creating and conserving a huge broadleaf forest in the heart of the country, a place of enduring natural beauty, protected and secured for generations to come.

We take our mission very seriously; it has never been more important to invest in our natural environment. Our work creating biodiverse habitats that support not just wildlife, but human life, will give us all the best chance of adapting to our changing climate.

The Forest is more than just trees...

It is home to an incredible array of habitats, including new tree planting, mature and ancient woodland, grassland, heathland, farmland, and wetland, that enable animals, plants, and people to thrive. As the Forest grows, **eventually covering 30,000 acres** (an area the size of 17,000 football pitches), so too will the benefits to both our health and that of the natural world.



Our work creating biodiverse habitats that support not just wildlife, but human life, will give us all the best chance of adapting to our changing climate.

OUR PEOPLE

We take great pride in investing in our colleagues. We were one of the first organisations to deliver the [forestry apprenticeship](#), to address the skills gap and improve diversity within the sector.

[Read more here: Celebrating National Apprenticeship Week 2024 | Heart of England Forest](#)

We value our people; we are proud to be a [Real Living Wage Employer](#) and a [Disability Confident Employer](#).

Our amazing community of volunteers helps us with all aspects of creating and managing the Forest all year round, including tree planting, wildlife and habitat surveying, managing footpaths and assisting with our education programmes. We are proud to have been awarded the [Queen's Award for Voluntary Service](#), recognising the incredible support our volunteers give to the charity.

[Read more here: Heart of England Forest volunteers recognised with Queen's Award | Heart of England Forest](#)



JOIN US

Maintaining and managing the Forest in perpetuity for the benefit of people, wildlife and the environment is our biggest challenge.

This is an exciting time of growth and development for the Heart of England Forest. With a new Chief Executive, we will be reinvigorating our ambitious vision and updating our strategy to deliver one of the most significant resources for climate change mitigation and nature recovery in the country.

You can also find out more about our impact here charity here: [Our impact | Heart of England Forest](#) and in our most recent annual report: [Download our Annual Report | Heart of England Forest](#)

If you are inspired by our vision and our energy and would like to join us in creating an incredible breath of fresh air for the nation, we would love to hear from you.



Alne Wood Park Natural Burial Ground

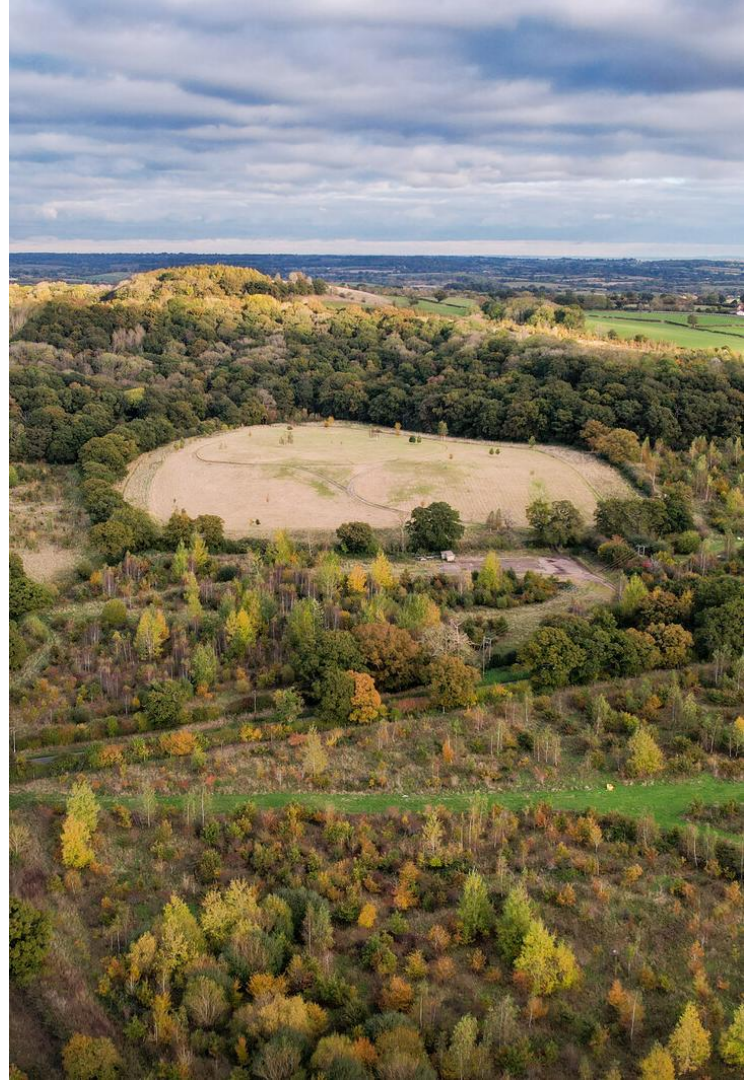
Alne Wood Park is a natural burial ground owned by the Heart of England Forest.

The burial ground provides a biodiverse environment encouraging wildlife both within the burial ground itself and in the surrounding woodland.

The site is open for burials of local and non-local residents, regardless of their beliefs and religions. Burials can be conducted between 10am and 3pm. With no more than one burial per day, families have time to conduct funerals without pressure to leave.

After a funeral, over the next few months, the grave-site will be levelled as it settles and subsequently planted with a special blend of wildflower and grass seed that matches existing species from the site. At this point a small subtle stone or wood plaque can be purchased. This allows memorialisation but balances it with maintaining the natural look and feel of the site.

As Association of Natural Burial Grounds members, we are committed to their [code-of-conduct](#) and are also looking to develop best practice in-line with [guidance for a green funeral](#). In addition, the manager of Alne Wood Park is a member of both the [Institute of Cemetery and Crematorium Management](#) and also the [Good Funeral Guild](#).



THE ROLE

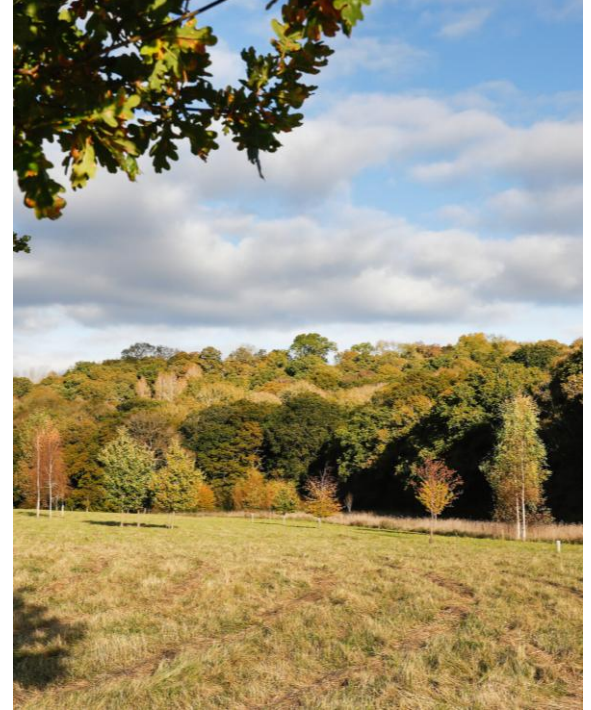
Reporting to the Estates Manager, you will be a main point of contact for our natural burial ground.

JOB SUMMARY

We are seeking a compassionate and organised individual to join as our **Alne Wood Park Coordinator**. Due to a recent promotion, this new role will provide operational support to oversee the day-to-day running of the natural burial ground.

In this role, you will be involved in building a trusted relationship with a variety of stakeholders including site users, funeral directors and celebrants. You will approach matters sensitively and use your exceptional communication skills to support users arranging funerals, liaising with the other professions involved to ensure that funerary operations are undertaken to the highest possible standards. You will be responsible for maintaining accurate plot records, submitting statutory documentation and responding to enquires.

This is a fulfilling role, and your passion for natural burials will be evident when you promote Alne Wood Park Natural Burial Ground through a range of marketing campaigns, attending events and public engagement activities.



KEY RESPONSIBILITIES

BUSINESS DEVELOPMENT

- Manage the day-to-day operations at Alne Wood Park Natural Burial Ground.
- Ensure that all relevant legislation, guidance, internal procedures and policy, and public facing documents are monitored, reviewed, updated, and implemented.
- Manage and oversee the operational activities of Alne Wood Park Natural Burial Ground, ensuring that funerary operations are undertaken to the highest possible standards.
- Liaise with third parties (such as Funeral Directors, Grave Diggers etc.) on items that may affect the day-to-day running of the Alne Wood Park Natural Burial Ground.
- Manage and participate hands-on with grave location assistance, marking out plot-locations for burial, enquiries and appointments to visit the site.
- Mitigate and deal with any complaints in a timely manner.
- Generate income through existing and new bereavement services and events, achieving income targets and growth in line with the business plan.

STAKEHOLDERS, RELATIONSHIPS AND PROMOTIONAL ACTIVITIES

- Lead, develop and improve relationships with new and existing Alne Wood Park Natural Burial Ground stakeholders such as funeral directors, existing site users, celebrants etc.
- Uphold exemplary customer focused relationships to enhance the reputation of the woodland burial ground.

MARKETING

- Coordinate, pursue, evaluate, and participate in effective marketing to maintain and enhance Alne Wood Park Natural Burial Ground.
- Participate in local, regional, and national associations and events applicable to natural burial.
- Contribute to and help coordinate both digital and print advertising.
- Be responsible for website content and creation of a quarterly e-newsletter.
- Undertake a range of promotional and public relations activities and initiatives.

KEY RESPONSIBILITIES (continued)

ADMINISTRATION

- Keep accurate records on all maps, grave locations, and individual plot information.
- Register burials as required by law.
- Track payments on plot purchases.
- Provide regular reports for use across the charity.

CLIMATE CHANGE

- Champion the need for urgent action to tackle the climate crisis
- Commit to taking positive action to mitigate against climate change during the course of your duties

GENERAL

- Demonstrate and promote the values of the Heart of England Forest.
- Undertake the work given in a competent manner to the specification required.
- Maintain a commitment to high standards of health and safety at all times. Ensure all work is undertaken within the Heart of England Forest health and safety policy and processes.
- Commit to continual professional development.
- Play an active part within the wider Heart of England Forest team.
- Contribute information and photographs for the charity's communications channels.
- Make active use of information and resources gained via personal networks to inform the development of this role.
- Lead, manage or contribute to any other work requested by the Estate Manager, CEO or CFOO, commensurate with role level and experience.



YOUR SKILLS AND EXPERIENCE

EXPERIENCE AND KNOWLEDGE - ESSENTIAL

- Previous experience in an administration or coordinator role.
- Experience of dealing with enquiries from the public and other stakeholders.
- Sound understanding of health and safety legislation and its implementation at a practical level.
- Good IT skills (including MS Office).
- Good communication skills, both oral and written.
- A flexible approach to work and willingness to undertake some evening and weekend work as required.
- Full driving licence.

EXPERIENCE AND KNOWLEDGE - DESIRABLE

- Experience of working within a natural burial site or cemetery setting.



YOUR SKILLS AND EXPERIENCE (continued)

SKILLS AND ABILITIES

- Strong interpersonal and communication skills with an ability to build trusting relationships.
- Excellent organisational skills and ability to manage multiple activities.
- Able to attend external events and engage with stakeholders to promote the site.
- Experience of maintaining up to date and accurate documentation.
- Create meaningful marketing content e.g. website and newsletters.

STYLES AND BEHAVIOURS

- A sensitive customer-oriented approach, exhibiting patience, compassion, empathy, tact and diplomacy.
- Be confident, resilient, and forward-thinking.
- Be an ambassador for the natural burial ground.

TERMS OF APPOINTMENT

Annual salary: £26,000-£31,000 (pro-rata for part-time hours)

Hours: 0.64 FTE (24 hours a week) and permanent.

Annual leave: 28 days, plus bank holidays (pro-rata for part-time hours)

Additional benefits:

Contributory pension scheme (matched at 4.5%)

Group Income Protection Scheme – to support you if you get sick

Group life assurance scheme (x4 death benefit)

Employee Assistance Programme – financial, physical and mental wellbeing support

Health Cash Plan – get cash back on opticians, dentists and more!

HOURS

Normal working hours will be 4 days a week, usually between 09.00 and 15.30, Tuesday to Friday. However, some out of office hours work will be required, which may include evenings, weekends, and bank holidays, for which time off in lieu will be given.

LOCATION

The post will require regular site visits to Alne Wood Park Natural Burial Ground, Spernal Lane, B49 6JG. The post holder must have the willingness and ability to travel external stakeholders to meet the demands of the role.

Hybrid working is available on days where no on-site delivery is required.



HOW TO APPLY

If you believe that you are the right person to help take our work and ambition to the next level, we really want to hear from you.

Email your application form to: jobs@heartofenglandforest.org

The deadline for applications is: Sunday 23rd March 2025.

Interviews will be held during week commencing: 31st March 2025.

The Heart of England Forest is committed to safeguarding and promoting the welfare of children and vulnerable adults. Applicants must be willing to undergo protection screening appropriate to the post, including checks with past employers and a DBS check.

Planting tomorrow's great native woodland

 heartofenglandforest.org  [@heartofenglandforest](https://www.facebook.com/heartofenglandforest)

 [@The_HOEF](https://twitter.com/The_HOEF)  [@theheartofenglandforest](https://www.instagram.com/theheartofenglandforest)  [Heart of England Forest](https://www.linkedin.com/company/Heart-of-England-Forest)



DIVERSITY STATEMENT

We are building a culture where diversity is valued, and we can all be ourselves. We still have work to do but are strongly committed to inclusive practices which demonstrate fairness, equality, and anti-racism in everything we do. We will not tolerate less favourable treatment of anyone, especially those with legally protected characteristics, and welcome applications from all sections of all communities.

Heart of England Forest,
Colletts Farm Office, Dorsington,
Stratford-upon-Avon, Warwickshire CV37 8AU

T 01789 778541

E info@heartofenglandforest.org

Registered Charity Number 1097110
(in England and Wales)

Company Registration Number 4309564
(in England and Wales)