
ROLE PROFILE
Engagement and Events Officer - Hainault
GROW WITH US
WOODLAND TRUST

OUR VISION

We're creating a world where woods and trees thrive for people and nature.



RESTORE

We restore the ecological condition of existing native woods and trees, to increase resilience and create conditions for nature and people to thrive.



PROTECT

We protect ancient, veteran and valuable woods and trees, to stop the loss of irreplaceable habitat and carbon stores, preserving the UK's natural heritage.



CREATE

We create quality native woods and get native trees growing to benefit nature, climate and people into the future.

OUR ORGANISATIONAL NATURE

WOODLAND TRUST

Our Organisational Nature is at the heart of how we work together. It helps us understand what it means to be part of the Woodland Trust and empowers us to make an impact every day. Our people embody these ways of working, inspiring and enabling each of us to play a part in achieving our vision.

A greener, healthier future for our planet starts right here with you.



Grow Together

We are a team that grows together; made up of unique roles and expertise. We communicate effectively, forging partnerships inside and out, building understanding and trust, valuing differences and recognising each other.



Explore

We know exploration is important, it's how we come up with the best ideas. We won't always get it right but learn and share as we go. We are bold about who we are and encourage healthy challenge.



Focus

We create clarity and stay focused, ready to adapt when we need to. We are empowered to take the time to reflect so that we can develop and work smarter.



Make it Count

We need to create a lasting positive impact. We keep the big picture in mind, harnessing passion and inspiring others to connect with us as we aim to make a genuine difference.

JOB DESCRIPTION

WOODLAND TRUST

Job Title: Engagement and Events Officer – Hainault

Job Code: WT0923

Salary: £30,688 per annum

Contract: FTC (2 Years), 28 hours per week, worked across 4 days on a rota basis

Reports to: Visitor Centre Manager – Hainault Forest

Department: Operations

Team: England – Central

Location: Hainault Forest Visitor Centre (On Site)

This role is based at the Hainault Forest Visitor Centre. You would be expected to live locally and within reasonable travelling distance of the Visitor Centre.

WHAT YOU'LL DO

WOODLAND TRUST

Main purpose of the job

The role will lead on the events, engagement and communications aspects of Hainault Forest, providing a high-quality visitor experience across the forest, and a targeted and innovative suite of events activity across the year. Ultimately this role will contribute to engaging the local community with the forest in a way that inspires them to take action and connect with our cause. This role combines events delivery, visitor engagement, and communications to enhance the visitor experience at Hainault Forest.

The role is responsible for helping to staff the Woodland Trust visitor centre on a rota basis; providing an important meet and greet function to visitors as well as signposting, dealing with enquiries, promoting membership and undertaking retail transactions. This role will include some working at weekends.

Our work at Hainault Forest is delivered in partnership with London Borough of Redbridge and Vision RCL.

WHAT YOU'LL DO

WOODLAND TRUST

Key Responsibilities:

- Develop and deliver an annual events and engagement plan for Hainault Forest; working alongside partner colleagues at Vision Redbridge. This plan will identify key activity and audiences to most effectively achieve against the objectives of the visitor centre.
- Provide first class visitor experience and customer care to all visitors who pass through the VC. This will include meeting and greeting, providing information about the site, recruiting members and undertaking retail transactions.
- Through the engagement and comms activity, successfully reach and engage with a diverse and inclusive spectrum of current and potential visitors to the forest.
- Create engaging content for a range of audiences and channels, including email, web, social media and print communications.
- Work with local suppliers and colleagues where needed to brief, develop and produce comms and marketing assets

WHAT YOU'LL DO

WOODLAND TRUST

Key Responsibilities (Continued):

- Deliver and evaluate an inclusive programme of events and engagement activities that showcase the landscape, wildlife and history of Hainault Forest, using insights and learning to continually improve visitor engagement, support Woodland Trust objectives and share best practice internally and externally.
- Maintain and develop visitor infrastructure and interpretation, promoting Hainault Forest's activities, successes and opportunities through internal and external communications.
- Build and maintain effective relationships with partner organisations, contractors, staff, volunteers and stakeholders to support the successful delivery of engagement activities and visitor experiences.
- Lead and support volunteers involved in events and visitor centre operations, contributing to the day-to-day management of the centre including opening and closing procedures, financial transactions and site upkeep.
- Manage relevant budgets, reforecast expenditure and prioritise workload to ensure activities are delivered effectively and efficiently.

WHAT YOU'LL DO

WOODLAND TRUST

Key Responsibilities (Continued):

- Develop and deliver an annual programme of events, engagement and communications activities with partners, inspiring diverse audiences to connect with Hainault Forest and support Woodland Trust objectives.
- Create engaging content and marketing materials across a range of channels to promote activities, grow audiences and enhance visitor engagement.
- Provide an excellent visitor experience through customer service, site interpretation, membership recruitment and retail activity within the visitor centre.
- Regular supervision, support and engagement of children and vulnerable adults through volunteering activities, educational programmes, outreach work, events, social prescribing initiatives and community-based engagement across a variety of settings.
- Working alongside partner colleagues at Vision RCL, deliver a programme of events and engagement activity that showcases the landscape, wildlife and history of the forest, is inclusive in its audience reach and which generates action for the Woodland Trust; income/voice/time.

WE WANT YOU TO:

WOODLAND TRUST

GROW TOGETHER

- **Collaborate with purpose** – collaborating effectively with others where it will add value and result in clear and positive impact.
- **Communicate Effectively** – being clear and adapting communication styles to connect with others effectively.

EXPLORE

- **Evolve and continuously improve** – having the courage to question previously held beliefs and seeks out opportunities to continuously improve the way we work
- **Reflect and learn** – taking opportunities to reflect, learn and improve.

FOCUS

- **Adapt** – being proactive and flexible; able to take on board new information and respond effectively to a changing internal and or external environment.
- **Prioritise for impact** – building visions/ strategies/plans that have a clear purpose, set of outcomes, monitoring and evaluation and activity that is prioritised based on the impact they will have.

MAKE IT COUNT

- **Inspire and influence** – connecting people with what we do, inspiring and influencing them to stand with us for the benefit of the cause.
- **Connect to the bigger picture** – connecting the work we do to our vision and being trusted to deliver what is needed.

PERSON SPECIFICATION

		Essential/Desirable (E/D)	Where
You'll have experience	Experience of planning, delivering and evaluating a range of events for different audiences.	E	Application/interview
	Experience of working in a retail environment and delivering high quality customer care.	D	Application/interview
	Knowledge of what constitutes a successful visitor experience and how to engage audiences.	D	Application/interview
	Experience of managing volunteers	D	Application/interview
	Experience of identifying and targeting a defined audience as well as finding opportunities to target new audiences.	E	Application/interview
	Able to work collaboratively within and across teams, with volunteers and external partners, to deliver objectives.	E	Application/interview
You'll need to know	Ability to use Canva, or other editing software, to produce posters, leaflets and advertising materials	E	Application/interview
	An understanding of health and safety as it relates to public engagement.	E	Application/interview
	Budget Management	E	Application/interview

PERSON SPECIFICATION

			Essential/Desirable (E/D)	Where
You'll have a desire to	Grow together	Communicate effectively Collaborate with purpose	E	Interview
	Explore	Reflect and Learn Evolve and continuously improve	E	Interview
	Focus	Adapt Evolve and continuously improve	E	Interview
	Make it count	Inspire and influence Connect to the bigger picture	E	Interview
You'll be	interested to learn about Hainault and the Woodland Trust, wanting to make change positively impact people and wildlife.		E	Application/certificate
You'll be subject to	Pre-employment checks including Right to Work and confirmation of employment history (3-years).		E	Onboarding
	DBS Check – Enhanced with child barred list		E	Onboarding