



39 Windsor Avenue
London, SW19 2RR

020 8543 5300
www.deencityfarm.co.uk

JOB DESCRIPTION - Education and Outreach Manager

37.5 hours per week with possibility of term-time and flexible working

£22,000 per annum plus pension contribution

Special Conditions: The appointee will be subject to an enhanced DBS check

About Deen City Farm (DCF)

DCF is an urban farm in the London Borough of Merton, close to Collier's Wood, Wimbledon and Morden. Running since 1991, DCF is a community space where local people have fun, learn, and enhance their wellbeing through many aspects of farm life. The five-acre site hosts a wide range of activities and events, provides educational visits to schools, offers riding lessons for people of all levels, and runs holiday schemes on the Farm and in the Stables. Projects run at the Farm aim to develop people, encourage sustainability, and increase local community participation. Current activities include environmental education, volunteering, animal care, environmental play, and corporate volunteering. DCF is a registered charity and a company limited by guarantee. The latest annual turnover was £525k. A volunteer Trustee Board provides strategic direction for the Farm, with day-to-day management provided by a small staff team of 9 full time and 6 part-time employees and a bank of sessional workers.

Education at DCF

The farm educates people from all ages and backgrounds about food, farming and the environment through visits, workshops, and events on and off the Farm, and by offering opportunities to participate in the Farm's activities. In the 2016/17 academic year, DCF gave 87 farm tours to just under 2,300 children from pre-school to 18-year olds. The Farm hosted classes from all neighbouring boroughs, and 21 local schools and nurseries participated in the incubator scheme to hatch chicks in the classroom.

JOB PURPOSE

- To establish a clear vision and direction for the Farm's educational and outreach programmes.
- To develop and maintain professional links with schools, colleges, and community groups.

- To work as part of the Farm's management team to engage the local community with a diverse mix of events and activities, promoting year-round use of the Farm and its resources.
- To work with the Visitor Services, Livestock, and Riding School Managers to identify opportunities for educational outreach.
- To maintain and implement resource packs for teachers, including suggesting activities and designing worksheets. To maintain stocks of materials essential for such activities.
- To provide educational advice and support to colleagues in their assigned areas, as and when required.
- To produce, in collaboration with the Livestock and Riding School Managers, structured and detailed plans for the delivery of the farm's holiday educational projects such as Young Farmers and Own a Pony.
- To ensure that all activities have a clearly defined educational content.
- In conjunction with the Farm's management team, to set targets and goals for the delivery of the education program and to put in place systems to monitor and report back on these.

CUSTOMER SERVICE

- Deal with queries or complaints relating to education as per the Farm's complaints policy.
- Help plan and coordinate on- and off-site events in conjunction with other managers.
- To develop and produce educational signage and interpretation around the Farm and, where possible, to combine this with activity packs for visitors.
- Work closely with other managers to maximise visitor enjoyment and increase awareness of the Farm's charitable objectives.

COMMUNICATION

- Attend regular team meetings to promote and encourage the on-going effective delivery of educational opportunities.
- Help produce and update marketing and information materials, activity sheets and the website to generate an increased awareness of the farm and its activities.
- Promote the Farm in a positive manner, both internally and externally (e.g. with suppliers, colleagues, at meetings, conferences, or events).
- Deliver constructive feedback for the benefit of the Farm and its visitors.
- To provide reports to the Operations Manager and Board of Trustees as required.

FINANCE & ADMINISTRATION

- To work with the Operations Manager to identify and pursue new sources of funding including grants, individual and corporate donors
- To manage and monitor budgets for areas of responsibility, working to maximise income in line with the delivery of the Farm's charitable objectives.

GENERAL

- React to unexpected operational challenges in a calm, efficient and professional manner.
- Cover Duty Management responsibilities when required

PERSON SPECIFICATION – Education and Outreach Manager

- Excellent skills in English composition, grammar, spelling, and punctuation
- Excellent skills in basic maths
- Education expertise to deal with a range of client abilities and disabilities
- Skill in Art and Crafts and / or Graphic Design
- Skill in developing and maintaining good working relationships
- Ability to effectively communicate with others
- Ability to problem solve and make decisions; ability to act in a careful and methodical manner, paying attention to detail

- Knowledge of and ability to work effectively with schools, colleges, and community organisations
- Experience in teaching children in at least two of the key stages 1 to 4
- Excellence in presentation, listening, oral and written communication skills
- The ability to find solutions to problems that might require compromise
- The skills to lead and develop the Farm's new initiatives in learning, and maintain and improve existing educational services
- Awareness of relevant Health and Safety requirements and ability to undertake and keep up-to-date risk assessments for all educational activities.
- Experience of delivering arts and/or crafts education
- Experience of working in creative and practical ways with young people
- Successful experience of working within budgetary limits and of budget planning
- Good IT and record-keeping skills, including keeping records of all educational activities, including health forms, parental permission forms, attendance records, budgeting etc
- Ability to develop a project, attracting new partners and funding

Personal Qualities

- A high standard of personal organisation
- A good team worker with strong pastoral skills, sensitivity and sense of humour, a combination of adaptability, flexibility, and confidence
- Innovative, can show initiative and take on responsibility

- A personal commitment to the values and beliefs of the farm
- A passion to share knowledge and skills with others
- Full driving licence and willingness to drive farm van is desirable