



Forestry Commission  
England



Westonbirt  
The National  
Arboretum

**Discover**  
**Green Careers**  
at Westonbirt

**Learning &  
Participation Manager**

## Job role

To manage the strategic development and effective delivery of public engagement activities, including formal education, interpretation, community participation and volunteering

## Key Work Areas

### 1. Strategic development of engagement activities to support the business plan and National Learning Strategy (15%)

- Develop and oversee implementation/review of the arboretum learning plan
- Maximise cost recovery through appropriate charges and diversity of opportunities
- Develop partnership opportunities for others to deliver learning activities at Westonbirt
- Support long-term development of engagement activities – treetop walkway, tree management centre, learning centre
- Support the ongoing development of learning across the Forestry Commission by ensuring compliance with national initiatives and data collection

### 2. Oversee the implementation of the activity plan (35%)

- Manage and support the Interpretation Officer to deliver interpretation projects – mobile app, themed trails, Welcome Building exhibits
- Oversee development and implementation of an effective monitoring and evaluation plan that allows for continuous improvement in delivery
- Manage external contractors involved in designing and developing high quality interpretation and signage
- Manage and support the community officers in their development and delivery of programmes
- Ensure content for interpretation exhibits is refreshed, updated and developed regularly

### 3. Manage the day-to-day delivery by the learning team to ensure safe, effective and integrated delivery of engagement activities (25%)

- Manage learning budgets to ensure value for money in delivery of agreed engagement activities
- Write the seasonal trail and deliver the quarterly seasonal guide
- Work with the tree collection team to incorporate a strong arboretum management and tree science message within visitor experience
- Oversee implementation of H&S processes for engagement activities, including risk assessments and monitoring
- Oversee evaluation process for public engagement activities

- Manage Learning and Participation staff

#### 4. Oversee development of volunteering activities that support the management of Westonbirt (20%)

- Manage and support the volunteer co-ordinator to develop and implement a volunteer strategy, develop a volunteer team that has the skills to support the needs of our business, and ensure that other staff effectively manage their volunteer teams
- Support and deliver ongoing and continuous training for volunteers

#### 5. Champion Westonbirt and its values (5%)

- Work with the Marketing Manager to promote Westonbirt as an exciting and engaging place for all ages through the development of press opportunities
- Support national priorities and campaigns
- Seek to develop strategic partnerships that link Westonbirt in with the wider community and national / regional strategy