

## Role Profile

<b>Job title</b>	Dundreggan Rewilding Centre Director ( Maternity Cover)
<b>Reporting to</b>	Chief Executive Officer
<b>Has reporting</b>	Education Manager, Head Chef, Facilities Manager
<b>Starting Salary</b>	£38,763
<b>Duration</b>	Fixed Term for 12 months with the possibility of a 2-3 month extension subject to conditions.
<b>Location</b>	Based at Dundreggan and Findhorn, with home working.

### Trees for life - context

The Trees for Life vision is of a revitalised wild forest in the Scottish Highlands, providing space for wildlife to flourish and communities to thrive. The Trees for Life mission is to rewild the Scottish Highlands by enabling the restoration of the globally unique Caledonian Forest which once covered much of Scotland. Integral to our success is the involvement of people.

### Dundreggan

Dundreggan is a 10,000-acre estate in Glenmoriston between Loch Ness and Skye. Since 2008, the estate has been transformed into one of the best examples of forest restoration in Scotland. It includes a ground-breaking tree nursery and is where many volunteers come to take part in rewilding projects.

### Dundreggan Rewilding Centre

A Rewilding Centre is being developed at Dundreggan. It will include an innovative visitor experience and education centre, including a café, events and educational facilities. The Rewilding Centre will be an inspiring location where visitors of all ages, interests and backgrounds can explore the natural, Gaelic and cultural heritage of the Highlands and be inspired and educated about rewilding and the restoration of the Caledonian Forest.

### Our Values

Our values are at the core of our mission to rewild the Scottish Highlands, informing decisions large and small from the day-to-day running of our office to major conservation projects. We have shared these values so that our supporters, volunteers and partners can gain a deeper understanding of what drives Trees for Life.

## **We are groundbreaking**

We are an ambitious charity with a big mission. For over 25 years we have sought to bring innovation to conservation, and we continue to strive for new and ground-breaking ways to rewild the Scottish Highlands.

## **We are collaborative**

We are an open, friendly and cooperative organisation. We welcome and encourage collaborative working with other organisations, landowners and the wider community. We believe we can always achieve more through teamwork.

## **We are pragmatic**

We seek prudent, sustainable solutions in everything we do. We are always mindful of our duty to our supporters, our volunteers, our staff and above all to Scotland's wild forest. Seeking a pragmatic approach safeguards our organisation and the work we undertake.

## **Overall Purpose of the Job**

The Centre Director will manage the centre, overseeing both operations and strategic development. They will be responsible for implementing a pre-existing work plan to lead on the marketing, partnerships and development of the Rewilding Centre prior to opening in Spring 2022.

## **Key Liaisons**

The Centre Director will be managed by the CEO and be expected to report regularly to both the Dundreggan Rewilding Centre Management Group, Trees for Life Senior Management Team and Trees for Life Board. They will manage the Education Manager, Head Chef and Facilities Manager, but will have an overall responsibility for the performance and development of all centre staff.

A crucial liaison will be with the Dundreggan Conservation Manager who is responsible for conservation and land management on the estate and their team of staff, trainees and volunteers.

There will also be significant liaison with the wider Trees for Life team, especially the fundraising and engagement team who will both support the development of the centre and have input to provide in terms of both marketing and educational activities.

External liaisons include funding organisations who support the capital and operational expenditures of the Rewilding Centre. These may include the National Lottery Heritage Fund or the Natural and Cultural Heritage Fund, led by NatureScot and part funded through the European Development Fund, which both provide funds for the Centre Director role.

## Key responsibilities for the Contract Period- Overview

- Managing contractor relationships (marketing, interpretation designer, monitoring & evaluation, Gaelic consultants)
- Line management of Education Manager
- Main point of contact for project team/builder via Building Works Project Manager
- Funding reports/claims, with support from fundraising and finance team
- Oversight of financial model and budget for the project duration
- Make decisions about FF&E, layout, function of buildings.
- recruitment of Centre staff- support HR to draft job descriptions, interview, evaluate candidates
- Help to finalise master working version of business plan, along with CEO and NLHF consultant
- Oversee marketing and communications plan with contractor- SPEY Media, with support from TfL marketing
- Procure and contract suppliers - inventory, services et al
- Support HR to draft policies re staff, H&S, SOP, Emergency procedures
- Procure inventory and point-of-sale (POS) systems and ensure they are operational prior to opening
- Partnership building within tourism industry
- Community engagement and Advisory group management, with support from Education Manager
- Forming relationships with audiences who will visit the centre, garnering interest that lead to initial bookings and visits. Networking events, tours of site, etc
- Serve as contact for media requests - this will depend on experience they have and any training they are able to participate in with us

## Person Specification

The Centre Director will be an experienced hospitality or facilities manager with experience marketing, customer service and quality management. While commercially minded and driven, they will be highly sensitive to the requirements of working in a setting where commercial needs, visitor experience and organisational values have equal weighting.

## Knowledge & Experience

- Degree in a relevant subject (e.g. marketing, hospitality, tourism) or relevant experience
- Expertise in rural tourism attraction development, management and marketing
- Expertise in leadership and team development
- Knowledge of nature-based tourism and education

## **Skills & Competencies**

- Operating a complex centre with multiple activities, audiences and objectives
- Skilled in delegation and supportive management
- Marketing planning and implementation to reach defined targets
- Skilled negotiator/ partnership builder
- Skilled customer service and hospitality provider
- Skilled team-builder
- Knowledge of Gaelic Culture and Language is highly desirable

## **Experience**

- At least three years in hospitality in the tourism sector
- Operating, development or marketing a visitor attraction
- Delivering a marketing plan to meet visitor and revenue targets
- Relationship building with customers, partners and competitors
- Negotiating partnerships and/or business arrangements with suppliers
- Managing and overseeing a budget of at least £500k
- Experience of working in an education or similar setting is desirable

## **Personal Attributes**

The Centre Director will be driven to achieve results, but through teamwork and coaching. They will be able to balance financial, customer and organisational needs to ensure an effective delivery on complex objectives. A skilled communicator with excellent interpersonal skills will be key attributes, alongside a commitment to the values and ethos of the charity.

## **Working conditions/ Special demands**

- Full driving license is essential for travelling to our Dundreggan and Findhorn sites.
- Ability to work in open plan spaces.
- Willingness to be flexible and work occasionally out of normal hours and to travel.
- Attend internal and external meetings as required.
- Undertake any other duties commensurate with the accountabilities of the post.
- We offer flexible working hours with staff able to work from and attend the office at pre arranged times at our Findhorn office.