

Job Description and Person Specification

Coventry City Outdoor Education Manager (In City)

Job Details	
Grade	Grade 9
Service	Childrens and Education
Location	Coombe Abbey Country Park
Job Evaluation Code	A6200

Coventry City Council Values
<p>We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation:</p> <p>Open and fair: We are open, fair and transparent.</p> <p>Nurture and develop: We encourage a culture where everyone is supported to do and be the best they can be.</p> <p>Engage and empower: We engage with our residents and empower our employees to enable them to do the right thing.</p> <p>Create and innovate: We embrace new ways of working to continuously improve the services we offer.</p> <p>Own and be accountable: We work together to make the right decisions and deliver the best services for our residents.</p> <p>Value and respect: We put diversity and inclusion at the heart of all we do.</p>

Job Purpose

The Coventry City Outdoor Education Manager will have oversight and leadership of the in city Outdoor Education Service and be responsible for:

1. Leading and managing Coventry's in city Outdoor Education Service, ensuring its continued growth, financial sustainability, and educational impact.
2. Shaping the in-city service's business plan, aligning it with Coventry Education Service's priorities, and delivering high-quality outdoor learning experiences and provisions.
3. Driving the commercial success of the service, ensuring financial performance meets targets while maintaining a strong public service ethos.

The Coventry City Outdoor Education Manager will liaise with the Plas Dol-y-Moch Centre and Operations Manager on key areas of Service wide development.

Main Duties & Key Accountabilities

Develop and implement a commercially focused business strategy and staffing structure to enhance Coventry's in-city outdoor education service (OES), ensuring long-term sustainability and growth.

Lead and develop a high-performing team, ensuring effective recruitment, training, professional development, and performance management.

Oversee and ensure the ongoing development of School Programmes (curriculum and character development), Alternative Provision programmes, CPD training offer, OES Apprenticeships, and Holiday Programmes, aligning them with national standards and local needs.

Oversee and implement CPD training programmes and OES Apprenticeships, ensuring the service supports the professional development of outdoor education specialists and provides a key income stream for the service.

Oversee and ensure high standards of OES School Programmes, Alternative Provision and School Holiday Programmes, ensuring they align with curriculum or funding requirements and provide outstanding experiences for participants.

Oversee the Educational Visits Advice and Guidance Service, ensuring schools receive expert support to meet national guidance and health and safety requirements for trips and visits.

Oversee and ensure implementation of commercial activity to support the financial sustainability of the in city service, including corporate training, group bookings and training courses.

Create and implement a marketing and business development plan to improve commercial awareness and attract a diverse customer base from public and private sectors.

Ensure compliance with all statutory and legal requirements, including health and safety regulations, safeguarding, and Coventry City Council policies, maintaining high standards across all activities.

Act as the Designated Safeguarding Lead (DSL) for the Coventry in city Outdoor Education Service, ensuring robust safeguarding policies, procedures, and training are in place across all provision.
Act as the education representative for climate change and sustainability, supporting in school programmes/projects and ensuring this is embedded within OES programmes.
Oversee all policy, procedure and risk management for all programmes, ensuring compliant and safe working provisions and environments.
Manage the Outdoor Education in city service budgets effectively, ensuring financial sustainability while balancing affordability and accessibility for schools and other users.
Develop a culture of financial awareness, encouraging staff to identify new income opportunities and efficiency savings.
Provide strategic guidance and timely reports to the Senior Leadership Team (SLT) to support informed decision-making and continuous service improvement.
Embed a strong culture of customer service, innovation, and high performance, ensuring all staff contribute to the success of the service.
Regularly monitor service performance, gathering customer feedback and industry data to inform continuous improvement.
Build and maintain strong partnerships with schools, community organisations, and stakeholders to maximise joint working opportunities and expand the service's reach.
Promote the service externally, ensuring Coventry City's outdoor education offer is recognised as a leader in the sector, while identifying and mitigating risks to its success and reputation.
Represent Senior Leadership as required.
Any other duties and responsibilities within the range of the salary grade.

Key Relationships			
External:	Schools Residents Local and national organisations, charities and groups	Internal:	Plas Dol-y-Moch Coventry Alternative Provision Service Adult Education SEND Climate Change and Sustainability

Standard Information

Post holders will be accountable for carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council's Workforce Diversity and Inclusion Policies. Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Training

The postholder must attend any training and undertake any development activities that are identified as mandatory/beneficial to their role.

Responsible for

Outdoor Education Lead

Outdoor Education Schools Programme Lead

Person Specification	
Requirements	
Knowledge	Extensive, high level and up to date understanding of business management and leadership practice and meeting best practice and value for money principles.
Knowledge	Good understanding and awareness of strategic objectives and ability to link these to service plans.
Knowledge	Effective leadership and management in outdoor education or leisure settings.
Knowledge	Excellent financial resource management practice and techniques.
Knowledge	Principles of customer care and client focused service delivery.
Knowledge	Practical use of systems, data and technology in developing and delivering service objectives.
Knowledge	Effective employee performance management practice and techniques to achieve service objectives.
Knowledge	Good understanding and awareness of disability issues in the context of service delivery including compliance with Disability Discrimination Awareness Act.
Knowledge	Health and safety requirements applied in the outdoor education environment.
Knowledge	Developing, monitoring and reviewing service level agreements or contracts.
Knowledge	Safeguarding in its widest context.
Knowledge	Trauma informed and therapeutic approach awareness.
Skills And Ability	Excellent customer relations and stakeholder engagement and credible with schools and partners.
Skills And Ability	Proven ability to operate at strategic and operational levels within a large multifunctional organisation.
Skills And Ability	Excellent written and verbal communication.
Skills And Ability	Develop and sustain effective teams and the ability to enable others to develop through offering support and challenge in a positive and sensitive way.
Skills And Ability	Build and maintain relationships with a wide range of stakeholders.
Skills And Ability	Analyse information and formulate a range of proposed solutions.

Skills And Ability	Ability to make formal and informal presentations to a diverse range of audience group.
Skills And Ability	Lead by example and motivate team and individuals.
Skills And Ability	High level of organisational and interpersonal skills.
Skills And Ability	Use of ICT in service delivery and performance management.
Skills And Ability	Good financial and budgetary management.
Skills And Ability	High level of initiative and independent action within a team working environment.
Skills And Ability	Prioritise workload and respond effectively and efficiently to emergencies.
Skills And Ability	Flexible approach to work with vision and enthusiasm for the provision of high-quality outdoor education, and ability to adapt to changing working environment to meet customer needs.
Skills And Ability	Ability to demonstrate commitment to equality of opportunity and inclusion.
Experience	Extensive (5 years plus) management experience within an outdoor education or leisure setting.
Experience	Relevant commercial management and business development experience.
Experience	Financial management and budgetary control.
Experience	Managing teams and building and maintaining successful working relationships with customers, stakeholders and team members.
Experience	Developing, negotiating and monitoring service level agreements and contracts with external suppliers and organisations.
Experience	Extensive (5 years plus) management experience of account/contract management.
Qualification	Degree level qualification or equivalent senior management experience 5 years plus.
Qualification	Evidence of continuous personal development.
Special Requirements	This post is exempted under the Rehabilitation of Offenders Act 1974 and as such appointment to this post will be conditional upon the receipt of a satisfactory response to a check of police records via Disclosure and Barring Service (DBS)

Declaration	
Reviewed/Created By:	Faye Parklen

Job Title:	Head of Education Entitlement and Enrichment	Date:	March 2025
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