



Coventry City Council

Job Description

Post:	Senior Manager – Outdoor Education	Job Number:	
Service:	Outdoor Education	Post Number:	
Location:	Coventry with regular travel	Grade:	10

Our values:

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.

Job Purpose:

1. Work with stakeholders to implement a business vision and strategic plan which inspires staff to achieve excellent customer service while meeting the educational needs of Coventry Education Service.
2. Provide strategic leadership for the service.
3. Accountable for the financial performance of the outdoor education service.
4. Ensure continuous improvement and growth of the service across Coventry City Council's estate.
5. Monitor performance and service standards to maintain a competitive edge.
6. Improve commercial awareness to partners, stakeholders and prospective customers.

Main Duties and Responsibilities:

Strategy Planning & Development

1. In conjunction with stakeholders design a commercially focused business strategy and staffing structure which promote excellent service.
2. Set key performance indicators which match or exceed industry standards.
3. Implement the business' vision and values and ensure effective communication processes are in place to cascade this and other key information to operational staff.
4. Lead on the development of policies and processes which support service delivery and empower managers and supervisors within the business.
5. Develop a culture which encourages information sharing and constructive feedback at all levels to improve service and systems.
6. Create and implement an innovative marketing plan to improve the services commercial awareness and subsequently attract a wide range customers from both public and private sectors.

7. Risks Management; ensure minimal disruption to the delivery of the service. Seek continuous improvement and efficiency savings to maintain a lean, responsive business which is commercially viable and customer focused.
8. Be responsible for the continual identification and application of schemes and service developments to prove the business' performance and efficiency to include:
 - IT infrastructure and functions
 - Statistical monitoring and evaluation
 - Operational procedures and practices.

Governance and Legal Compliance

9. Comply with all relevant statutory and legal requirements set out by Coventry City Council.
10. Ensure the service is Covid-19 compliant and correct measures are in place to minimise risks.
11. Determine organisation specific policy on matters such as "People", "Quality" and "Environmental Management" and ensure that the principles underpinning these policies are embedded at all levels.
12. Provide timely guidance, advice and support to the Senior Leadership Team (SLT). Help inform their decision making by ensuring the provision of management reports and performance data on operational activity at designated intervals.

People Management

13. Effective management of all employees to include:
 - Recruitment, training and development
 - Performance and absence management
 - Appraisals.
14. Lead by example acting as a positive role model at all times and embed the council's behaviours and values within the service.
15. Manage and develop a strong management team. Provide coaching and development opportunities for managers, to enhance their business and people management skills.
16. Create a culture in which every member of the team understands the business ethic and strives to contribute to its continuing success.
17. Invest adequately in both formal and informal training, to embed a culture of continuous development and improvement for the service and individuals.
18. Encourage managers to be resourceful and innovative to achieve required outcomes.
19. Empower managers to use their initiative and to be creative in their approach to decision making and solving problems.
20. Foster and maintain constructive relationships with the recognised Trade Unions to maintain industrial relations, and to support any transition and development of new organisational culture and ethos.
21. Ensure effective communications methods are in place to encourage involvement, feedback from colleagues.

Finance and Resources

22. Alongside the SLT and Directorate team, ensure the organisation's commercial strategy is appropriate for the current, evolving economic climate and can adapt to changing market forces.

23. Liaise with the Director for Commercialisation and Head of Service to set operational and financial objectives which focus on sustainability and growth.
24. Promote a culture which encourages staff to identify potential income opportunities or savings.
25. Implement a commercially focused marketing plan to retain and attract customers.

Customer Service

26. Promote a culture that sees customer service as its core responsibility.
27. Monitor service standards regularly and address any shortcomings.
28. Proactively seek and act on customer feedback.
29. Monitor contingency plans and review risk register to maintain business continuity.

Business Development

30. Maintain operational knowledge, undertaking regular reviews of the marketplace and monitoring performance against competitors.
31. Network within the Outdoor Education and Leisure sectors and target growth regions, noting good practice.
32. To develop partnerships with both internal and external stakeholders to take full advantage of joint working opportunities and maximise benefits.
33. Forecast opportunities for new business and maintain a state of readiness to compete effectively.
34. Take a proactive approach to promoting the organisation and its activities to the wider community and potential customers.
35. Be alert to any threats to the OES's success or potential damage to its reputation. Take steps to address such threats in a robust but proportionate manner.
36. Any other duties and responsibilities within the range of the salary grade.

The post holder must comply with Coventry City Council's health and safety policy and in particular is required:-

- To take reasonable care for their own health and safety at work and of those who may be affected by their actions or by their omissions
- To cooperate with their line manager and senior management, to work safely, to comply with health and safety instructions and information and undertake appropriate health and safety training as required
- Not to intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare
- To report to their manager any health and safety concerns, hazardous condition or defect in the health and safety arrangements.

Any further Health and Safety responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars

The post holder must comply with the Interagency procedures of the Safeguarding Boards and Coventry City Council's policies for safeguarding children and safeguarding adults and in particular is required:-

- To ensure they are aware of the signs that may suggest a child or vulnerable adult is being abused or neglected
- To report to their manager, or other appropriate manager, any concerns they may have that suggest that a child or vulnerable adult may be being abused or neglected immediately

Any further Safeguarding Board responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars

Post holders will be accountable for carrying out all duties and responsibilities with due regard to the City Council's Workforce Diversity and Inclusion Policy.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Responsible for:

Responsible to:

Date Reviewed: December 2020

Updated: December 2020



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Person Specification

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Area	Description
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Knowledge:	<ul style="list-style-type: none">• Extensive, high level and up to date understanding of business management and leadership practice and meeting best practice and value for money principles.
	<ul style="list-style-type: none">• Good understanding and awareness of strategic objectives and ability to link these to service plans.
	<ul style="list-style-type: none">• Effective leadership and management in outdoor education or leisure settings.
	<ul style="list-style-type: none">• Excellent financial resource management practice and techniques.
	<ul style="list-style-type: none">• Principles of customer care and client focused service delivery.
	<ul style="list-style-type: none">• Practical use of systems, data and technology in developing and delivering service objectives.
	<ul style="list-style-type: none">• Effective employee performance management practice and techniques to achieve service objectives.
	<ul style="list-style-type: none">• Good understanding and awareness of disability issues in the context of service delivery including compliance with Disability Discrimination Awareness Act.
	<ul style="list-style-type: none">• Health and safety requirements applied in the outdoor education environment
	<ul style="list-style-type: none">• Developing, monitoring and reviewing service level agreements or contracts.

Skills and Abilities:	<ul style="list-style-type: none">• Excellent customer relations.
	<ul style="list-style-type: none">• Proven ability to operate at strategic and operational levels within a large multifunctional organisation.
	<ul style="list-style-type: none">• Excellent written and verbal communication.
	<ul style="list-style-type: none">• Develop and sustain effective teams and the ability to enable others to develop through offering support and challenge in a positive and sensitive way.
	<ul style="list-style-type: none">• Build and maintain relationships with a wide range of stakeholders.
	<ul style="list-style-type: none">• Analyse information and formulate a range of proposed solutions.
	<ul style="list-style-type: none">• Ability to make formal and informal presentations to a diverse range of audience group
	<ul style="list-style-type: none">• Lead by example and motivate team and individuals.
	<ul style="list-style-type: none">• High level of organisational and interpersonal skills.
	<ul style="list-style-type: none">• Use of ICT in service delivery and performance management.
	<ul style="list-style-type: none">• Good financial and budgetary management.
	<ul style="list-style-type: none">• High level of initiative and independent action within a team working environment.
	<ul style="list-style-type: none">• Prioritise workload and respond effectively and efficiently to emergencies.



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	<ul style="list-style-type: none"> • 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.
	<ul style="list-style-type: none"> • Ability to demonstrate commitment to equality of opportunity and inclusion.

Experience:	<ul style="list-style-type: none"> • Extensive (5 years plus) management experience within an outdoor education or leisure setting.
	<ul style="list-style-type: none"> • Relevant commercial management and business development experience.
	<ul style="list-style-type: none"> • Financial management and budgetary control.
	<ul style="list-style-type: none"> • Building and maintaining successful working relationships with customers, stakeholders and team members.
	<ul style="list-style-type: none"> • Developing, negotiating and monitoring service level agreements and contracts with external suppliers and organisations.
	<ul style="list-style-type: none"> • Managing teams located at various locations.
	<ul style="list-style-type: none"> • Extensive (5 years plus) management experience of account/contract management.

Educational:	<ul style="list-style-type: none"> • Degree level qualification or equivalent senior management experience 5 years plus.
	<ul style="list-style-type: none"> • Evidence of continuous personal development.

Special Requirements:	<ul style="list-style-type: none"> • Will be required to drive vehicles during his/her duties and should be in possession of a current car driving licence (with a maximum of 3 penalty points - speeding only with points for any parking offences exempt). • Willingness to travel with occasional nights away.
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Date Reviewed: December 2020

Updated: December 2020