



Role Description

Income Generation Officer

Hours & Remuneration

12 hours per week at £15.63 per hour (£32.5k FTE) paid through PAYE following submission of timesheets on 26th of each month.

Everyone in the team aims to work on Mondays to allow for team meetings. Other hours are flexible with administrative work usually undertaken remotely. Events often take place on evenings and weekends.

The postholder should be able to access our site in South Gloucestershire on at least a weekly basis.

This role is initially offered on a fixed term contract until April 2027 with the aim of extension subject to funding.

Purpose of the role

The Income Generation Officer is responsible for generating income to deliver our work restoring Tortworth Arboretum to create a space where people and trees thrive.

You will be pivotal in delivering our income generation strategy, which includes:

- leveraging public donations and support through an annual events programme and venue hire;
- building relationships with local businesses to garner corporate support;
- working with the team to apply for grant funding.

You will champion excellent customer service internally and help us build relationships with our neighbours and relevant local organisations.

You will inspire our team to think creatively and pilot new initiatives to generate income, which will secure the future of our restoration and wellbeing work. You will help us stay up-to-date with emerging markets and support work to pilot new initiatives which will aid the financial sustainability of our not-for-profit organisation.

The Income Generation Officer must be able to engage the public and local organisations in the story of Tortworth, inspiring them to be part of this exciting organisation. Our small but mighty team are all expected to take an active role in

delivering our public events, for example by running nature-based activities at our seasonal celebrations.

Key objectives

- To generate at least £20k per year from events and hire, and associated public donations.
- To support the curation of grant funding applications to generate at least £170k per year.
- To build and nurture our community of public and corporate supporters on and off-line, inspiring them to be part of the future of the arboretum.

Duties & Responsibilities

Leadership

- Curate our seasonal events programme coordinating the team to help deliver tours, visitor days and workshops.
- Cultivate leads, nurture relationships and manage the sales pipeline for our woodland hire packages, ensuring excellent levels of customer service for our hire partners.
- Champion the arboretum, nurturing positive relationships with the public, our neighbours, local businesses and organisations who can support our work.

Operational

- Manage, administrate and market our seasonal events programme (visitor days and fundraisers), including delivering on-site in an outdoor environment with relevant support from the team.
- Administrate and market our woodland hire packages, including negotiating with clients, collecting insurance details, booking schedules, invoicing, refining terms & conditions and risk assessments.
- Devise pricing structures and associated budgets in line with the local markets to maximise potential traded income whilst offering great value for our customers.
- Coordinating the team on-site to assist with delivering events, meeting venue hirers for walk-arounds and post-hire inspections.
- Coordinate sales of our merchandise on and off-line.
- Work with the Managing Director and wider team to compile successful grant funding applications.
- Curate content for our website and social media in collaboration with the team.
- Assisting in day-to-day operations, including site security, signage, maintenance and other tasks as required.
- Comply with all the organisation's policies, rules and procedures.

- Act in accordance with our Privacy Policy and GDPR.
- Other duties appropriate with the role as agreed with the Directors.

Skill & Competencies

Essential:

- Demonstrable professional experience working on successful income generation activities, including events and/or venue management.
- Experience writing successful grant funding applications.
- Experience designing engaging marketing materials using Canva.
- Experience managing the health & safety of events and venues, including risk assessments and terms & conditions.
- Organised, efficient and practical self-starter.
- Experience nurturing positive relationships with a wide range of people and organisations from grassroots communities to international corporations.
- IT literate; competent with use of the Google Drive suite of programmes, plus Microsoft Word and Excel, email etc.
- Calm, approachable, respectful of individual differences.
- Full UK drivers licence and own vehicle to access our site in South Gloucestershire on at least a weekly basis.

Desirable:

- Confidence in public speaking and being able to inspire different audiences.
- Marketing and sales experience.
- Interest in trees, nature, outdoor mental health approaches, nature connection, mindfulness.
- Competent with the use of publishing tools (Microsoft Publisher, Canva etc).

Responsible for staff/equipment

- Ad-hoc event volunteers

Reporting to:

- Managing Director
- Mentoring support from the Board of Directors