General Manager – Eternal Forest Trust

# PERSON SPECIFICATION

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| Essential - Personal Approach | |
| The work of the Eternal Forest Trust (EFT) | Knowledge of and sympathy with the ethos and purpose of the EFT; understanding of the structure of the organisation. |
| The environment | A passion for the natural world and for improving biodiversity |
| Team working | A team player, able to work cooperatively and flexibly with a variety of people |
| Managing the work | Able to work on own initiative and respond quickly and effectively to crises and changing priorities. Willing to work or organise others to deal with whatever occurs, whenever required. |
| Locality | Live within an hour’s travel of the Burial Ground |
| Essential - Administration and Governance | |
| Academic / Professional / Technical / Vocational Qualifications | Educated to a good standard of general education such as GCSE level |
| Welsh Linguistic Skills[[1]](#footnote-1) | Listening/Speaking: Entry level at least by end of probation period.  Reading/writing: Entry level at least by end of probation period.  Willingness to progress to foundation / intermediate level within first year of appointment.[[2]](#footnote-2) |
| English Linguistic Skills | Listening/Speaking: advanced  Reading/Writing: advanced |
| Financial Management | Experience of financial management, including routine invoicing and payments, keeping digital and paper records; preparing financial reports and working with auditors is desirable. |
| IT skills | Confident user of a range of IT platforms, including spreadsheets, word processing, databases, social media platforms and managing web pages. |
| Publicity and marketing | Able to contribute creatively and efficiently to promoting the EFT; in particular, managing social media content. |
| Event management | Ability to organise successful community events. |
| Organisational experience | Able to work professionally, managing the interplay of membership, trustee board, and staff members in a charity. |
| Customer relationships | A firm and consistent approach to ensuring that customers pay their invoices and encouraging them to make donations. |
| Risk assessments | Able to draw up and work to risk assessments for a variety of tasks. |
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| Essential - Burial Ground | |
| Skills and abilities | Physically fit, able to plant / re-plant small trees, ferns etc. and do maintenance tasks in all reasonable weathers. Confident in using and maintaining appropriate tools and equipment. |
| Essential - People | |
| Bereavement | Understanding of how people are affected by death and bereavement, and have the sensitivity requiredto care for such people with calmness and kindness. |
| Volunteering | Experience of managing volunteers and/or being a volunteer |
| Difficult situations | Manage concerns and complaints diplomatically and professionally |
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| Desirables | |
| Operation of Equipment | Hold a chain saw licence (or willing to acquire one).  Experience of using a mini-digger. |
| Welsh language | Listening/Speaking, Reading, Writing: at least intermediate level, with the expectation that the successful candidate would continue in competency. |
| Fundraising | Experience of effective fundraising from grant making bodies and/or in the community |

1. [Welsh\_Language\_Skills\_Guidelines (conwy.gov.uk)](https://www.conwy.gov.uk/en/Council/Jobs-and-Careers/Working-For-Conwy/Assets/documents/Welsh-Language-Skills-Guidelines.pdf) or [Guidance for Welsh Language Levels | National Museum Wales](https://museum.wales/about/work-for-us/language-standards/) [↑](#footnote-ref-1)
2. Reasonable time and course costs will be provided for learning Welsh. [↑](#footnote-ref-2)