

## ECO ATTRACTIONS GROUP

### Executive Director Role - Part-time Freelance

Are you a confident self-starter, passionate coalition builder and changemaker, with the experience to make a difference for our planet?

Eco Attractions Group is the umbrella non-profit Community Interest Company for a diverse group of UK environmental visitor attractions working together to connect people with nature, and to achieve new goals and promote standards in sustainability.

In this exciting, challenging role you will be expected to use your initiative and take responsibility for developing the Eco Attractions Group profile working with, and inspiring members, and promoting the work of the group.

Eco Attractions Group has grown from four to fourteen members over the last four years. You will be responsible for continuing growth and taking collaborative activities and campaigns to the next level. Our ambition is to extend the reach, influence, and impact of the group by scaling up collaborative initiatives and achievements.

You will need to be a well-organised results-driven communicator with experience of coordinating coalition projects. You will be highly motivated, and good at engaging and motivating others - including those at senior level - to work with you. A communications enthusiast, you will be able to demonstrate high-level IT and social media skills and manage relationships well in order to develop and grow the membership.

Your track record will include evidence of being able to identify opportunities, influence, and find effective and creative ways to achieve impact and deliver results. Whilst this is primarily a hands-on role, you will have the judgement and discretion to think and work independently and strategically, recognising both the bigger picture, and the need for collaborative outcomes.

A genuine interest and enthusiasm for environmental matters, for education, and for visitor and public engagement are highly desirable.

### Appointment details

This is a part-time position available from the earliest date that can be arranged. A flexible working arrangement is anticipated. This is based on approximately 2 days per week/ 8 days per calendar month working from home, with travel to meetings and events around the UK, equating to no more than 90 days a year. Monthly fee is based on £33,800 pro rata-per annum and calculated at the rate of £130 per 7.5 h day on a self-employed /consultancy basis. This is a freelance position with an annual contract review.

### How to apply

Eco Attractions Group is a Community Interest Company and an equal opportunities employer. All recruitment decisions are based on qualifications, merit and business need. To apply:

- Please fully review our website [www.ecoattractions.com](http://www.ecoattractions.com) before applying.
- Please provide your application in the form of a covering letter (no more than 2 pages) explaining how your experience fits the job description and person specification, with a copy of your current CV (no more than 3 pages). Please provide details of two referees (including telephone and email). We will not contact your referees until an offer has been made and accepted.
- Applications should be sent to [info@ecoattractions.com](mailto:info@ecoattractions.com) by 8th March.
- All applications will receive an email confirming receipt of the application.
- Informal enquiries are welcome and should be sent to [info@ecoattractions.com](mailto:info@ecoattractions.com) prior to the closing date.
- Interviews will be held online.

## Eco Attractions Group Executive Director Role Description

<b>Role Title</b>	Executive Director
<b>Reports to</b>	Chair and Directors of Eco Attractions Group

### Background

Eco Attractions came together as a group in 2012 and was formally incorporated as a Company Limited by Guarantee in 2013 becoming a Community Interest Company in November 2020. Its members are charities, not for profit or environmental businesses, each of which runs a visitor site in the UK that gives public visitors enjoyable green days out throughout the year. Together they aim to connect people with nature, contribute to environmental engagement, education, and research, as well as promote an ethos of sustainability.

Group members collaborate to share experience and best practice, foster responsible tourism, and pursue an ecologically sustainability mandate. Representatives meet several times a year and benefit from collective dialogue, high quality engagement, knowledge pooling as well as mutual support. Eco Attractions Group develops relationships, projects, PR and campaigns that benefit the wider group. Examples include:

- Funded project: [Good Travel Funded by Foundation of Integrated Transport](#)
- Campaign: [Summer #Nature Play List](#)
- Campaign: [Project Pollinate Top Tips](#)
- Campaign: [Project Pollinate Competitions](#)
- PR: [Sustainability - The Carbon Crisis](#)

The ambition is to continue to strengthen and scale up the benefits of the collaboration, leveraging more funding for joint projects, influence, and impact for individuals and group member organisations, that will in turn generate wider environmental impact, and visitor and public engagement.

### Purpose of the role

This role is responsible for leading Eco Attractions Group to strengthen and scale up the benefits of the collaboration, increasing the profile of the groups, its members, and shared goals. Its focus is to coordinate practice and knowledge sharing, develop joint projects, campaigns and a communications strategy to extend reach, and support the achievement of members and the collective group. A significant feature will be enhancing liaison and collaboration across the group, developing partnerships and relationships that benefit the group, as well as jointly funded projects to raise the profile and reach of the group.

### General duties and responsibilities

The following outlines key duties of this role:

- Promoting and raising the profile and purpose of the group through all appropriate means including (but not limited to) press and media, digital and social media, and the visiting public.
- Communicating and campaigning on behalf of the group, with the Company Directors and member representatives, to extend the impact and achievements of the group as well as to develop its reach and profile with environmental and social influencers, funders, and other relevant organisations.
- Initiating, encouraging and facilitating co-scheduling of events, campaigns and activities between members to increase public and media profile and impact.

- Energising, enabling, and supporting collaboration between members and across the group. This may include promoting existing or new opportunities for sharing and exchanges of ideas, events and exhibits or touring displays, people-placements, and data/information exchanges, particularly where these may have third-party funding potential.
- Coordinating and arranging group meetings that are engaging, timely and effective for member organisations and participants. Organising meetings as appropriate including running workshops, taking minutes and general administration.
- Liaising regularly with the Company Directors, supporting their communications with each other, and providing reports and updates on matters without prompting.
- Cooperating and communicating with the group nominated officers (Chair, Secretary, Treasurer) generally supporting their roles and deputising or liaising to assist as necessary.
- Keeping in touch with participant members and representatives. Stimulating and maintaining an active and positive liaison, dialogue, practice sharing, and knowledge pooling across the group and between members, on topics and in areas broadly identified or agreed by the Directors.
- In line with the core ambitions for the role and in collaboration with the Company Directors and members, initiating and pursuing positive and productive relationships with other individuals or organisations on behalf of the group. Acting as advocate, contact, or link person for the Directors as appropriate.
- Organising and coordinating publicity, marketing, media information or copy for the group including web feeds, social media and other digital posts, press releases, publications, etc.
- Providing reports, analyses, and information to help track and evaluate the success of Eco Attractions Group and follow up on the results and impact of initiatives and actions.
- Flexibly and creatively researching and preparing funding ideas and bids. Helping to identify potential targets, collate information, and write applications.
- Managing simple accounts including invoices and setting budgets with the Treasurer.
- Undertaking any other activities commensurate with the role as requested by the Company Directors.

This description sets out the anticipated nature of the role; duties may vary in line with Eco Attractions Group needs and development.

## Person specification

Specified below are the criteria considered necessary to fulfil the role. This information, openly available to applicants, will form the basis for the recruitment and selection process. Only applicants who meet these criteria adequately will be considered.

Criteria and Evidence expected	
Education/Qualifications; Knowledge/Experience; Competencies/Abilities	
Essential Criteria	
1	Educated to degree level or professional equivalent with evidenced literacy and numeracy.
2	Excellent communications and writing skills and experience, gained in-house or in agencies
3	Experienced in project management, particularly of projects involving coalition of organisations.
5	An 'organiser and doer' with initiative and keen attention to detail, as well as ability to plan, schedule, and deliver results.
6	Excellent and well-developed personal communication skills with demonstrable capacity to inspire enthusiasm and engage, as well as motivate others to collaborate.
7	Social media skills, with demonstrable results achieved across key platforms such as Facebook, Twitter and Instagram. Ability to select appropriate platforms, create content, analyse and communicate results.
8	Experience in research, writing and supporting funding applications
9	Experience in business development, partnership and relationship building.

10	Ability to think and act both to a strategic big picture and to targeted outcomes.
11	Ability to identify and set own goals and targets, monitor and measure impact, and routinely report progress to others.
12	Willingness and ability to travel to participate in meetings or events at venues around the UK when required
13	Capacity to work flexibly from home, or at an agreed Eco Attractions venue
14	Experience in setting and managing simple budgets using Excel, and other accountancy tasks such as: invoicing, checking bank accounts, writing, and filing accounts with Companies House.
<b>Desirable Criteria</b>	
15	Experience of working with or in a science/environment, public engagement, or eco-tourism role.
16	Genuine interest in the ethos and purpose of Eco Attractions and enthusiasm for contributing to its activities, objectives, and success.
17	Website experience: ability to create and manage content, and analyse results, preferably in WIX.
18	Ability to produce digital campaign material, using editing/graphic tools such as: Canva, Adobe Suite etc.
19	Experience in using Cloud Drives such as Google Workspace, Dropbox etc. to aid remote and collaborative working