



TRAINING AND ENGAGEMENT

Job Title:	Head of Training and Engagement
Reporting to:	Group Head of Operations, Veterinary & Behaviour
Responsible for:	Dog School Head Coach Education & Community Manager Other staff to be recruited as required
Location:	Dublin Head Office or Home based, with regular travel to Head Office Occasional travel to other Dogs Trust sites and external stakeholder sites as required

Job Purpose:

There is a gap in the market: Irish dog owners want trustworthy dog training and behaviour services, advice and information. The sector is unregulated, including the professional education and CPD in the subject for other associated professions. There is an opportunity to strategically develop public- and professional-facing training and engagement, leveraging our existing resources as a viable supporter-generating commodity and increasing brand awareness across Ireland. Ultimately, we see DTI setting up a Training Academy, potentially with external accreditation, in order to become Ireland's leader in all things related to dog training and care.

The purpose of the role is to showcase our preventative strategy and create interventions and services that dog lovers will want to purchase and to support while improving access to and awareness of dogs training and behavioural needs.

Outside of the direct dog welfare benefit to this approach, there are opportunities to position Dogs Trust as the leader in the Dog Training and Behaviour sector, to increase brand awareness and to generate income from a broader audience.

About the Department and role:

The Department comprises several interconnected teams, Operations, Veterinary and Behaviour, and is responsible for achieving the mission of Dogs Trust via both preventative and curative approaches: through the intake, rehabilitation and responsible rehoming of dogs in Ireland, and the development and delivery of appropriate evidence-based services to dog owners and works towards the objectives of ending the destruction of healthy dogs and encouraging responsible dog ownership. In addition, the Department also provides input into activities in other departments where required with regards to ensuring animal health and welfare.

This new role will create a new team in the department, initially combining the existing Dog School and Education Teams. They will be expected to leverage all current internal knowledge and resources both in Ireland and the Dogs Trust UK teams.

The Head of Training and Engagement will be jointly accountable (with Fundraising) for one of the strategic pillars – *empowering dog owners to meet dog needs* - with the overall aim of improving dog welfare. They will be responsible for researching the Irish market to identify opportunities, propose a strategy to capitalise on them and position DTI on a path to becoming a leader in information for dog lovers. This will involve leading a multi-disciplinary team, overseeing the piloting and implementation of a range of training and engagement activities/services.

The post holder will be expected to work closely with other departments to ensure that the services proposed and developed interlink with the other strategic pillars and desired outcomes, in particular with fundraising and development. The success of the new team will be determined by the ability of the postholder to successfully lead the implementation of a range of inter-linked interventions across communities, drive a culture of robust review and revision, ensure activities are compelling and engage target audiences and direct a flexible portfolio of activities in an agile manner.

The postholder may be expected to travel to the UK and overseas to meet the requirements of the role.

Key Job responsibilities	Percentage of time
<p>Strategic development</p> <ul style="list-style-type: none"> • Research of “landscape” to develop and propose a strategy to develop and drive the successful implementation of a plan to position Dogs Trust Ireland as the leader in the Dog Training and Behaviour sector; to increase brand awareness and, to generate income from a broader audience. Think dog, think Dogs Trust! • Analyse the external need and market for services and, simultaneously, the internal resource within the organisation which may be leveraged to meet this need. • Consider the inherent social value as well as the animal welfare benefits of proposed activities. • Monitor developments, plans and offerings in other organisations and professional bodies in relevant areas of work, both in Ireland and other countries. • Identify opportunities for Dogs Trust Ireland to diversify our offering, potentially creating a Training Academy with external accreditation of training courses. • Develop short, medium and long term plans for project delivery to achieve objectives. • Encouraging innovation and changes that will enable Dogs Trust Ireland to improve on our existing activities and optimise the return. • Work across the organisation with peers to contribute to Dogs Trust’s wider organisational strategies, and to ensure the integration of Training and Engagement activities into these broader business plans. 	20%
<p>Operational</p> <p>Lead the implementation of the Training & Engagement strategy through the creation, implementation and review of annual plans, budgets, performance measures and relevant Key Performance Indicators (KPIs) to drive continuous improvement.</p> <p>Ensure the delivery is coordinated between relevant departments and ensure activities are managed within budget.</p> <p>This will include</p> <ul style="list-style-type: none"> • Encouraging innovation and driving the development of new initiatives in order to improve the welfare of dogs throughout the Republic of Ireland, increasing the organisation’s presence and impact across the country. • Develop, test and roll out a suite of training materials and activities for key stakeholders responsible for dog welfare e.g. owners, dog groomers, veterinary staff, rescues. • Ensuring personal knowledge/understanding of all areas of Dogs Trust and its entities in order to embed the new team effectively into the structure, ensure positive collaborative working and understand how new developments may impact on other teams. • Leading the project planning and budgeting process. • Ensuring that services offered are relevant to the problems faced by those who care for dogs. • Optimising opportunities for fee-based services. • Safeguarding the quality of all activities through the development of appropriate systems, structures and policies and procedures. 	25%

<p>People Management Lead and develop the Training and Engagement Team to deliver the strategic and annual plans through:</p> <ul style="list-style-type: none"> • Being a role model for the team, demonstrating a positive, professional, trustworthy and responsible leadership style. Work collaboratively with other teams in Dogs Trust. • Setting ambitious targets for the team and overseeing performance, morale and project progress. • Setting the standards across the team for a culture of openness, honest review and revision to ensure continuous improvement in achieving goals. • Creating an environment where all staff feel included and valued. • Overseeing the development of the team in a flexible style of working, encouraging a two-way process of feedback on intervention success and challenges. • Providing leadership, management guidance and support to direct reports in all their activities and ensure they can deliver projects and outputs through the effective use of the resources within their teams. • Ensure direct reports and the wider team are fully conversant with their roles and responsibilities, have been effectively recruited and inducted and any development needs have been met. • Manage the performance of direct reports against targets and support them to do the same with their teams undertaking one to ones, performance reviews and dealing with any issues that arise, following advice and guidance from HR. <p>Be an inspirational leader, guiding the development of a new Team. Ensure cohesive working within teams, inspire enthusiasm for the aims of the Training and Engagement Team, and provide guidance for the team on establishing new ways of working.</p>	30%
<p>Relationships & Collaboration In order to deliver the strategic objectives of the organisation, manage and develop a number of key internal and external stakeholder relationships:</p> <ul style="list-style-type: none"> • Build strong personal relationships with management and staff across all departments and ensure that new business opportunities are maximised, and the Training and Engagement team fully understand the work of Dogs Trust and identify potential opportunities to build the most effective services and interventions. • Build relationship management programmes (with Fundraising and Development) for external stakeholders that support the production of effective impact reporting. • Strategically manage and develop relationships with key external stakeholders in the sector to grow presence in the training and further education business for Dogs Trust Ireland. Serve as the lead contact for QQI and other Accredited Providers. 	15%
<p>Brand</p> <ul style="list-style-type: none"> • Ensure that all activity, including Training and Engagement content, supports and enhances the Dogs Trust brand, and is consistent with the charity's values. • Ensure all major relationships with institutions, companies and individuals are appropriate for Dogs Trust, which includes overseeing appropriate due diligence and ensuring processes, systems and contracts are always in place to protect Dogs Trust. • Ensure that staff and volunteers have a clear understanding of the Dogs Trust brand and values and their role in ensuring its communication to supporters and customers. 	5%
<p>Undertake other duties as required by the Group Head or Executive Director</p>	5%

<p>Other key areas of activity:</p>
<p>Management of Resources: All employees are responsible for managing their own time and resources.</p>
<p>Financial Responsibility: Responsible for setting and managing a significant budget with expenditure approval and ensure effective use of funds. Overseeing the management of contracts for several key suppliers.</p>

Management of people
Management of 2 direct reports and indirect management of wider team (currently 6). Management of the relationships for key suppliers and contracts. Management of relationships with other teams across Dogs Trust to ensure excellent collaborative working and the embedding of the new teams.
Health and Safety: All individual employees have a duty of care of their own health and safety and that of others who may be affected by your actions.
Responsible for the health and safety of staff and work areas within their remit.
Data Protection: All staff are responsible for ensuring they understand and apply the rules and policy for data management.
Responsible for the appropriate processing and storage of data within their remit and for the confidentiality of information stored. Responsible for the appropriate fulfilment of data processing contracts by third parties in relation to Training and Engagement activities.
Major internal and external relationships:
Group Head of Operations, Veterinary and Behaviour. Executive Director and Board as required. Other management staff in Dogs Trust relevant to the delivery of the Training and Engagement strategy. Key external stakeholders in the sector including QQI and other Accredited Providers.

Person specification:	A	I	E
Educational qualification, skills, experience and behaviours			
Previous relevant experience within a further education or commercial environment.	X	X	
A qualification relevant to training or designing and assessing training courses.	X		
Experience with Learning Management Systems and training related technology.	X	X	
Experience with gaining QQI accreditations for courses an advantage, not essential.	X	X	
Extensive experience of developing strategic plans and turning these into cohesive operational plans with clearly identified and managed risks.	X	X	X
Extensive experience of collaborative working with specialist and non-specialist teams to deliver successful project outcomes and stated objectives.	X	X	
Extensive experience leading by example, giving constructive feedback on performance, devising and driving the achievement of objectives, and conducting appraisals.	X	X	
Experience of successfully managing remote / regional teams using appropriate methods of communication and guidance.	X	X	
Extensive experience of gathering and analysing complex data, producing clear management information based on it and exercising good judgment to take decisions/make appropriate recommendations.	X	X	X
Understand the aims of Dogs Trust, including enhancing the welfare of dogs through preventing behaviour and health problems.	X	X	
Be articulate, credible, well-presented and able to act as a spokesperson including with the media.	X	X	X
Be well organised and able to juggle competing priorities successfully.	X	X	
Be empathetic and personable, with a high level of emotional intelligence. Able to discuss new programmes of activity and potential implementation with a range of different staff members with full consideration of their concerns and reservations.		X	X
Able to work within budget constraints and assist the Fundraising Team, when required, to securing financial support.		X	
Extensive experience explaining complex information to lay audiences and producing clear written reports in an accessible language for a range of end users.		X	X
Demonstrable ability to develop and maintain good relations with external stakeholders.		X	
Have a full Irish driving licence (desirable).		X	
New: June 2022			

When assessment will take place: A= Application; I = Interview; E = Written Exercise/Practical Task

The duties in this job description may change from time to time following a review and in discussion between the post holder and Line Manager / Director.