

Job description - National Head of Recreation and Visitor Experience (PB2)

Job summary

As Head of the national team of experts who lead the policy and practice that enables this to happen, you will promote the health and wellbeing benefits of connecting with nature in the nation's forests for all, ensuring safe Recreation operations, while maximising social benefit and commercial return.

You will champion and enable access for all and outstanding customer service through collaborative partnership working, thought leadership, stakeholder management and leadership of cross-functional collaboration across teams, across England. This role is part of the Leadership team for Forestry England's Recreation Directorate and reports to Forestry England's Director of Operations - Commercial Visitor Development. Recreation forms an integral part of Forestry England's National Operations team, who provide direction, guidance, assurance and core support systems across Forestry England's operations spanning Recreation, Forestry, Investment and Engineering. National Operations is a dynamic multi-functional team of subject matter experts. International leaders in Forestry and Recreation, we work highly collaboratively across functions, with external partners and District teams to deliver quality and impact through all we do.

Key responsibilities and accountabilities

- lead the development of policy and guidance ensuring our nation's forests are for everyone and accessible to all
- lead the national team of strategic leads and subject matter experts in recreation including: volunteering, access, health and wellbeing, safeguarding, cycling and customer service
- enable and empower own and other teams and functions to maximise social and commercial benefits realisation across all Recreation programmes
- ensure investments and innovation are co-created through person-centred design, creating accessible, engaging and inspiring visitor experiences in the nation's forests
- ensure recreation experiences in the nation's forests are safe and high quality, through the implementation of appropriate health and safety, technical training and industry quality assurance standards in visitor experience
- relationship management for national stakeholders, including Defra, Sport England and National Governing bodies, ensuring Recreation in the nation's forests is maximised for the benefit of all and is financially and environmentally sustainable
- relationship management with existing and future commercial partners to ensure current and future offerings are engaging, safe, accessible and sustainable environmentally and commercially

And any other tasks, reasonably requested by your line manager.

Location-specific information (optional)

Skills, knowledge and experience

Essential professional and technical experience

- experience and knowledge of Outdoor Recreation, Access and Visitor Experience policy and practice
- experience in and passion for connecting people with nature, maximising the health and wellbeing benefits of outdoor recreation and sustainable development
- demonstrable experience and outstanding capability in internal and external stakeholder relationship management
- excellent written and verbal communication and presentation skills
- leadership experience and leading in cross-functional and multi-disciplinary teams

- commercial acumen, with experience of delivering impactful commercial and social outcomes
- knowledge of relevant legal requirements, health and safety regulations, and sustainability considerations spanning outdoor Recreation operations
- a full UK driving license and willingness to travel regularly across England (however, Forestry England is willing to consider any proposals put forward by applicants that would allow them to do the job by any other means)

Desirable professional and technical experience

- experience and or qualification in project or programme management
- experience and knowledge of fundraising

Qualifications

Desirable

- degree or relevant professional qualification in a related field, such as leisure, tourism, hospitality or land management

Success profiles

Experience

Ability

Technical

Behaviours

Strengths

