

Digital Content and Events Coordinator

Applicant Pack

April 2025

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Introduction

Thank you for your interest in the above role. This document does not form part of the terms and conditions but aims to give you more information about the role, its context and an outline of the work you could be involved with.

**Background to Woodhouse Park**

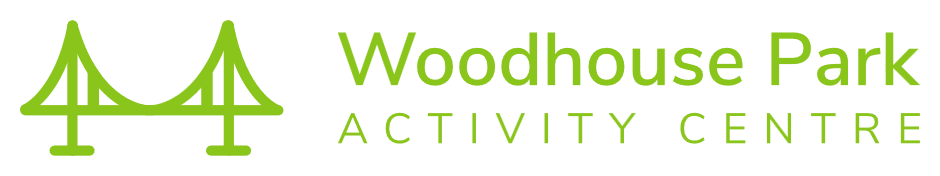
Woodhouse Park Activity Centre is a campsite and outdoor activity centre set in 36 acres of the beautiful South Gloucester countryside. Woodhouse Park is owned and managed by Avon Scout County Council (ASCC).

# The Centre offers indoor accommodation in the form of two 40 bed plus units and a 36 bed tented village. Camping for up to 1000 is also on offer, campsites of various sizes are available both in the woods and on open fields. Onsite high-level activities add to the attraction of the Centre, including Abseiling, Adventure Course, Archery, Climbing, Crate Stack, High Ropes, Rifle Shooting, Go karts, Team Building and Zip Wire.

Our Staff Team structure is:

**Applications:**

Please ensure in your application form, that you provide a statement as to why you believe you are suitable for the role and what you believe you could bring to the post. Ensure you address the points in the person specification.

**WOODHOUSE PARK SCOUT ACTIVITY CENTRE   
  
Digital Content & Events**

**JOB DESCRIPTION**

|  |  |
| --- | --- |
| **JOB TITLE:** Digital Content and Events | **LOCATION:** Woodhouse Park |
| **REPORTS TO:**  Adminsitrator | **SALARY:** £12.21 per hour  Minimum 37.5hrs a week. |
| **DATE OF JOB DESCRIPTION:** April 2025 |  |

**PURPOSE OF THE JOB**

Digital Content and Events coordinator will provide administrative support to all aspects of Woodhouse Park Scout Activity Centre. The main purpose of the role is to oversee all creating engaging content for websites and social media to managing digital marketing campaigns and overseeing content strategies, all aimed at enhancing brand presence and engaging audiences. You will also play a key part in Events admin.

**KEY RESPONSIBILITIES**

**ADMINISTRATION**

* Responsible for day-to-day liaison with Customers, responding to enquiries, and managing the booking and payments process for all customers.
* Ensure phone calls are answered during office hours, and any answerphone messages are responded to in a timely manner.
* Responsible for ensuring all creating engaging content for websites and social media to managing digital marketing campaigns and overseeing content strategies, all aimed at enhancing brand presence and engaging audiences. .
* Assist in ensuring all relevant documentation is up to date in line with Centre procedures.
* Responsible for ensuring all Sales Invoicing is issued and monitored so that payment is received in a timely manner.

**Major Events**

* Assist the Operations Manager with managing major events at Woodhouse Park.

**OTHER DUTIES**

* Contribute to the continuous growth and development of Woodhouse Park by bringing new ideas to the Centre and the role, which will improve our services, increase efficiency, and reduce costs.
* Other duties as deemed necessary by Management in view of changing needs/policies of the Activity Centre.

**ROTA AND FLEXIBLE HOURS**

Woodhouse Park Activity Centre is a 7 day a week operation, and all staff work on a 7day rota, including weekends and occasional unsociable hours during our very busiest periods.

**PERSON SPECIFICATION**

**E = Essential D = Desirable**

**KNOWLEDGE**

|  |  |
| --- | --- |
| Understanding of The Scout Association and how we work | D |
| Knowledge of the outdoor education industry | D |

**Qualifications**

|  |  |
| --- | --- |
| Educated to GCSE level (or equivalent), including grades A-C in Maths and English | E |
| Current First Aid qualification | D |

**EXPERIENCE**

**Management**

|  |  |
| --- | --- |
| Have worked in a customer service environment | E |

**Work Experience**

|  |  |
| --- | --- |
| At least 2 years in a customer / guest care environment | D |
| Proven experience of dealing directly with customers face to face, by phone and in writing. | E |
| Proven experience of using and administering an electronic booking system | D |
| Proven experience of managing Health and Safety systems in the work place | D |
| Experience of working as a member of a small team | E |
| Experience of working with and supporting volunteers | D |
| Experience of working within Scouting would be an advantage | D |

**SKILLS**

**Communications**

|  |  |
| --- | --- |
| Good communication skills both oral and written | E |

**Administration**

|  |  |
| --- | --- |
| Good administrative skills including the ability to create appropriate systems | E |

**Workload**

|  |  |
| --- | --- |
| Ability to organise and prioritise own workload | E |

**Finance**

|  |  |
| --- | --- |
| Accounting and cash handling skills | E |

**IT Skills**

|  |  |
| --- | --- |
| Competent IT skills including use of databases, websites and Office applications | E |

**Customer Service**

|  |  |
| --- | --- |
| Clearly demonstrate an ability to provide 5 star customer service | E |

**Staff**

|  |  |
| --- | --- |
| Able to be a positive team member | E |

**Miscellaneous**

|  |  |
| --- | --- |
| Flexible approach to allow evening and weekend working when required | E |
| Flexible approach to assist with other tasks as required | E |
| Willing to further own skill levels | E |

**What’s in it for me?**

**Salary:**

£12.21 per hour   
This salary will be reviewed as part of the annual pay review.

Salaries are paid monthly in arrears on the last working day of each month.

**Hours worked:**

37.5 hours per week, which will include some weekends and follows a rota pattern

**Location:**

Woodhouse Park Activity Centre, Fernhill, South Gloucestershire BS32 4LX

Accommodation is not provided as part of this role.

*\*Woodhouse Park closes completely over the Christmas and New Year period, and you must ensure you have sufficient annual leave to be taken over this time. Bank Holidays are treated as normal working days, and therefore not automatically granted as days off.*

**Probationary Period:** This post is subject to a 3 month probationary period.

All posts are subject to enhanced DBS clearance.

A comprehensive Staff Handbook is available on request.