

# Beaudesert

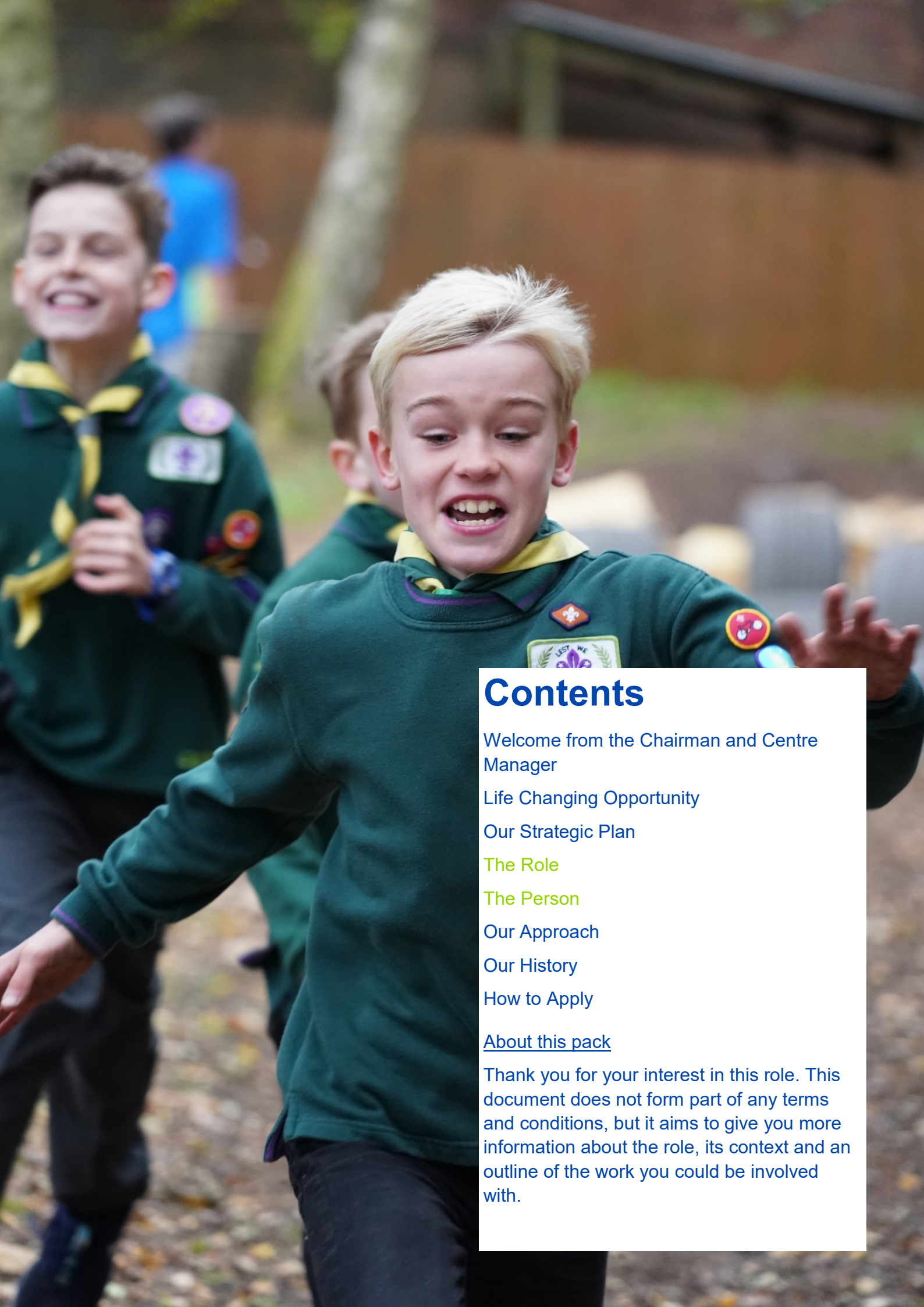
Outdoor Activity Centre



**Sales Manager**

**Application information Pack**





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

# Beaudesert

## Outdoor Activity Centre



Welcome.

Beaudesert Outdoor Activity Centre provides outdoor experiences for young people from all backgrounds. We offer life changing experiences and we help to develop confidence, teamwork, leadership and communication through outdoor activities.

For us, outdoor adventure is about opportunity and that's what young people need more than anything else. From support and friendship to new skills and renewed confidence, outdoor adventure brings the spirit of optimism and practicality to its work. Outdoor adventure is for all young people.

At Beaudesert Outdoor Activity Centre we believe that all young people have great things to offer. We give them the opportunity to discover their potential, benefit from our positive supporting environment and make a difference. Whether it's making new friends around the campfire, playing a starring role in a team activity or developing leadership skills in an outdoor environment, we lift spirits, recognise achievement and raise aspirations through outdoor activities.

All of this is made possible by our fantastic grounds and facilities and a dedicated team of staff. Positive role models are vitally important. We want to inspire a new generation of young people who love the outdoors and are filled with enthusiasm and spirit to make things better for themselves and those around them.

Jeremy Cotton  
Chairman

Nigel Ruse  
Centre Manager



## LIFE CHANGING ADVENTURE

Beaudesert Outdoor Activity Centre delivers around 50,000 activity days to young people every year. We help young people explore their potential, grow in confidence and become active members of their community. We make a positive impact on young people and the adults who visit.

Offering over 40 different types of activity from abseiling to coracing to via ferrata to archery to high ropes to fire lighting, our activities help young people from pre school age through to 25 years old grow in confidence and achieve their potential.

This is only possible through the efforts of our staff. We employ people who are passionate about the outdoors and passionate about making a difference. Our staff genuinely enjoy their jobs. There is nothing more rewarding than helping a young person overcome their fears, seeing the quiet and shy one in a group playing a starring role in a team building activity and waving off a coach full of happy children who are full of memories they will keep forever.



**“Every child has the right to adventure. Life is about grabbing opportunities. It’s all about friendship and fun and adventure– people who might not normally have the chance for adventure.”**

**Bear Grylls, Chief Scout**

# Beaudesert

## Outdoor Activity Centre



## OUR STRATEGIC PLAN

We are continually working towards our 2016 - 2021 strategic plan with a focus on growing the following key areas:

### Our aims:

**Facilities:** to provide an infrastructure that delivers good quality residential facilities in line with customer expectations;

**Partnership:** to work in partnership with customers and facilitate their programme provision;

**Learning:** to create an inspirational learning environment for our visitors;

**Activities:** to deliver high quality, recreational and adventurous activities that are valued by our visitors;

**Conservation:** to maintain and conserve the parkland of Beaudesert, and to preserve the ruins of Beaudesert Hall;

**Good employer:** to create a working environment that attracts and retains high calibre employees, and to develop the talents of our employees in line with the needs of the organisation;

**Caring:** to inspire a caring and responsive approach to serving young people, our local community and society;

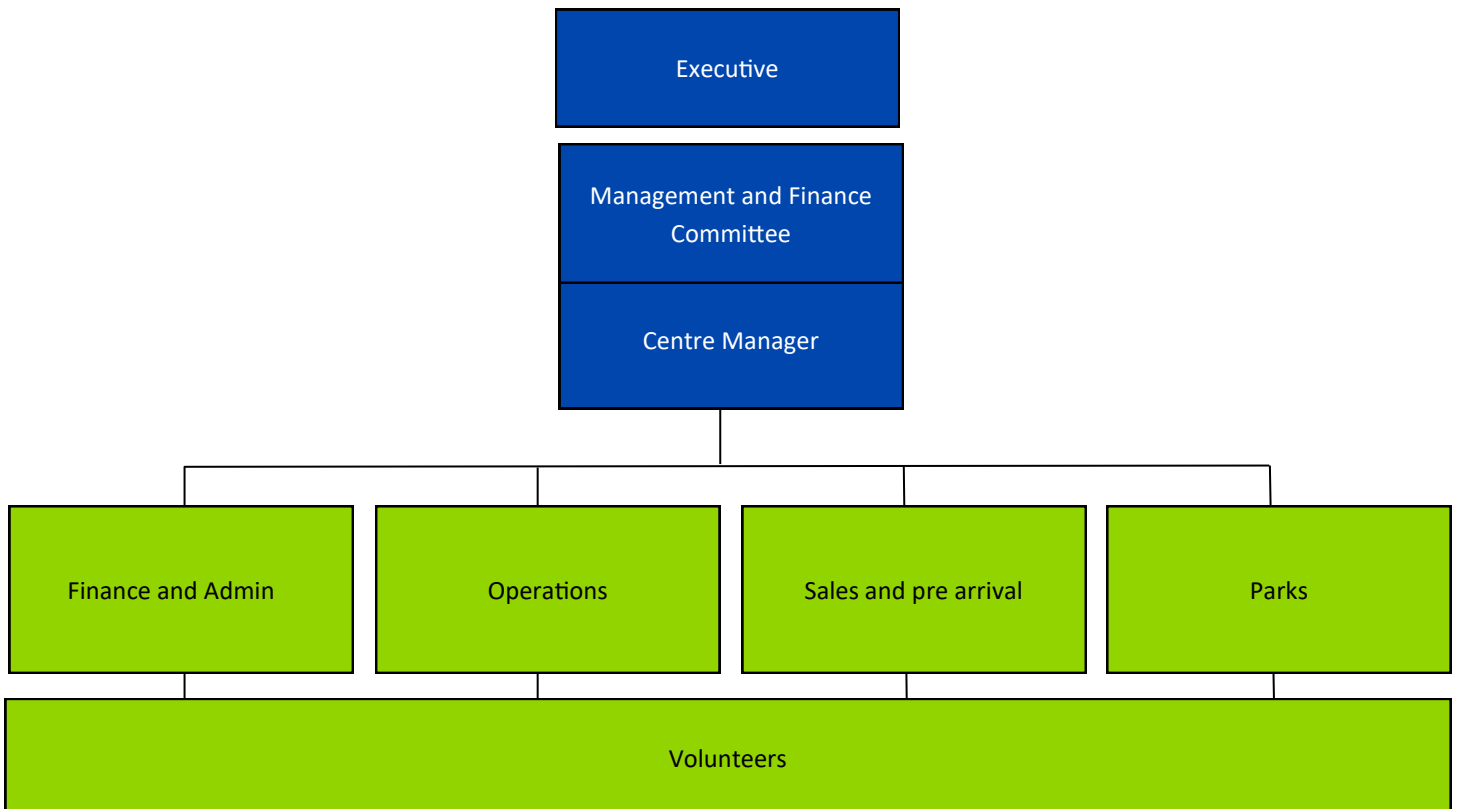
**Safe and secure:** to provide the highest standards of health and safety in all aspects of the charity's operations, including child protection.





## HOW WE OPERATE

Beaudesert Outdoor Activity Centre is based in Cannock Wood, Staffordshire and its operation is divided into four teams with volunteers supporting. Managed by the Centre Manager. This role is a member of the Executive and possibly the Finance and Management committee.



# OUR APPROACH

If we are to achieve such an ambitious agenda we need to be clear on the principles that will define the way we work. These principles are:

## Results focused

- Ambitious but realistic targets have been agreed, we aim to double the number of young people using our facilities by 2021

## Partnership working

- We make a bigger impact when we work with other people in the industry. Currently we work with partner companies delivering the NCS programme, Prince's Trust and organisations such as The Scout Association and Girl Guiding UK

## Innovation

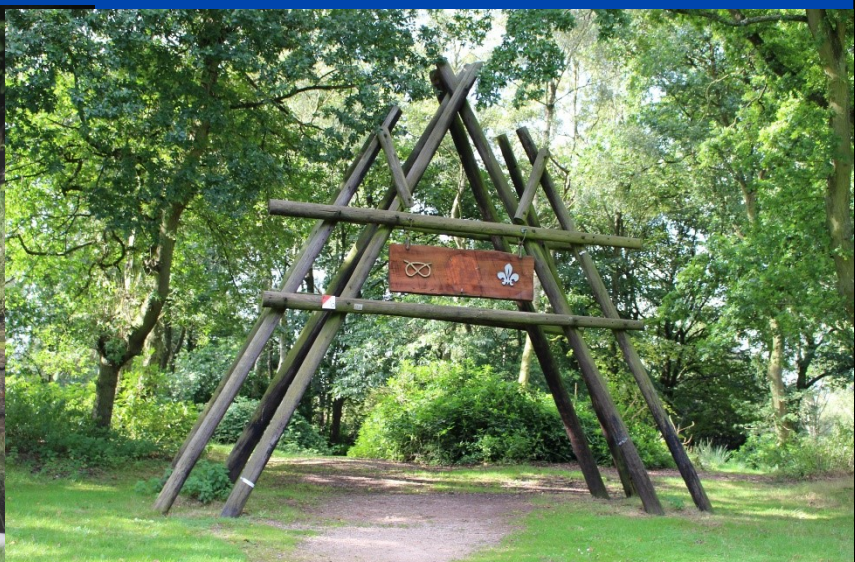
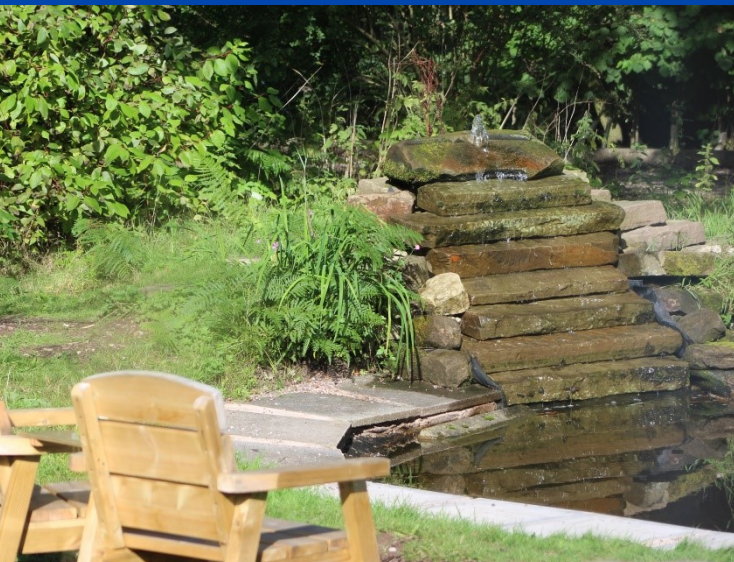
- We encourage all of our staff and our customers to think of and suggest new ideas. Feedback is key to our development

## Sharing best practice

- We continually share best practice and look at how others in the industry work. Our research to ensure that we are following what is best practice in the industry is key to our success. We are members of the Association of Scout and Guide Centres, BAPA and the Institute of Outdoor Learning

## Using digital technology

- It is an inescapable fact that we live in a digital world. We need to seize opportunities within digital technology to enable us to communicate to new organisations and a wider community. We are investing in technology to make our processes clearer, more efficient and less time consuming



# Beaudesert

## Outdoor Activity Centre



### THE ROLE

The role of the Sales Manager is an exciting new role playing a key part in the future development of Beaudesert Outdoor Activity Centre.

To manage sales staff and reception staff.

Proactively sell events and Residential experiences, activity days and camping.

Manage and plan local marketing.

To sell to meet agreed budgets.

Account manager for Schools customers.

Proactively sell School residential packages and day visits

Manage Shop volunteers.

Event management.

Work as part of a Duty Manager rota.

Any other task deemed necessary by your line manager.







## The Package

- Reports to: The Centre Manager
- Responsible for: Sales, shop and reception staff.
- Hours: 37.5 hours per week including one weekend day. Occasional evenings.
- 34 days holiday (including Christmas shutdown and bank holidays)
- Salary range: Band D £21,001 to £27,000 depending on experience.
- Benefits: Free staff lunches, free parking, contributory pension scheme, free uniform.

## Induction

- An induction day will lead you through your first few days with us.
- Ongoing training is available
- Annual Appraisals

# The Person

## Skills and ability

- Hands on approach and a "can do" Attitude. (Essential)
- Staff management. (Desirable)
- Computer literate. (Essential)
- Customer focused. (Essential)
- Attention to detail. (Essential)
- Organised. (Essential)
- Sales skills. (Desirable)
- Good communicator with customers and colleagues. (Desirable)
- Have bags of enthusiasm and a willingness to learn quickly. (Essential)
- Understanding of the outdoor/residential/activity industry. (Desirable)

## Knowledge and understanding

- Demonstrate a love and enthusiasm for the outdoors (Essential)
- Demonstrate business understanding (Desirable)

## Other essential criteria

- Be aged at least 18 years old (Essential)

We encourage applications from candidates of all ages and training may be offered to someone with less experience but with the right attitude and personal skills.

The post holder agrees to abide by Beaudesert Outdoor Activity Centre's health and safety principles and code of conduct and to take all reasonable steps to ensure both their own safety and the safety of others.

The post holder agrees to promote and uphold the principles of equal opportunities in accordance with Beaudesert Outdoor Activity Centre's Equal Opportunities policy.

The post holder agrees not to disclose any confidential or sensitive information to a third party or outside organisation except where required to do so by law.



## OUR HISTORY



The estate at Beadesert or Beadesert Park, occupied a large proportion of Cannock Chase. It is assumed that the name derived from the landscape, being French in origin and roughly translated to beautiful wilderness. The first Beadesert Hall was occupied as early as 1292 and in the early 14th century it was the palace of the Bishop of Lichfield and Coventry. Later it was owned by Henry Paget.

In 1937 Lord Anglesey gave 123 acres of land on which the gardens stood to the scouts, guides and other associations and organisations having similar purposes. The Beadesert Trust was set up to administer the land. A camping site was opened on 2 July 1938 by H.R.H. The Princess Royal.

The remains of the hall are still standing and the Walled Garden is now used as our main activity area.

# HOW TO APPLY

Please visit our website and download and application form.

**<http://www.beadesert.org/about-us/join-us>**

Completed application forms should be emailed to our Centre Manager at

[Centremanager@beadesert.org.uk](mailto:Centremanager@beadesert.org.uk)

OR [HR@beadesert.org.uk](mailto:HR@beadesert.org.uk)

or posted to The Centre Manager Beadesert Outdoor Activity Centre, Cannock Wood, Rugeley, Staffordshire, WS15 4JJ

We are looking to recruit for appointment by 31st March . Interviews will be arranged and we reserve the right to close the role if a suitable candidate is found.

