



**Director of Ramblers Scotland**

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## INFORMATION FOR APPLICANTS FOR THE POST OF DIRECTOR OF RAMBLERS SCOTLAND

Thank you for your interest in being our Director of Ramblers Scotland. This pack tells you more about the Ramblers, how we work, and details of the role and the people you'll be working with. It also gives information on how to apply.

### About the Ramblers

The Ramblers helps everyone, everywhere, enjoy walking and protects the places we all love to walk. We are the only charity dedicated to looking after paths and green spaces, leading walks, opening up new places to explore and encouraging everyone to get outside and discover how walking boosts your health and your happiness.

Since 1935, the Ramblers have played a crucial role in:

- establishing National Parks
- establishing the first National Trail, the Pennine Way
- protecting paths and placing them on definitive maps in England and Wales
- getting access to the countryside, including the Land Reform (Scotland) Act 2003, securing ancient freedoms and the Countryside and Rights of Way Act (2000) which opened-up a million hectares of countryside in England and Wales
- helping people to go walking on friendly, group walks and with our quality library of self-guided routes.

We are as relevant today as ever before. Our programmes and activities are varied. We provide:

- Self-guided routes for informal walking, including free, short routes for those new to walking
- Led group walks, including free health walks for those who need a helping hand
- Outings, trips away and social events for our members
- Information and education to the public on places to walk, safety and equipment
- Advocacy and campaigning for a country designed for walking
- Monitoring and inspection of the path network and rights of access
- Maintenance and upgrading of path network.

Volunteers are at the heart of everything we do. Our staff teams in Edinburgh, Cardiff and London support our volunteers with their on the ground delivery work. Some 25,000 volunteers work 365 days a year, rain or shine, to deliver our mission.

This is an exciting time to be joining the Ramblers. In 2015, the Ramblers adopted a new vision and strategic framework. In 2017 we developed a new, rolling three-year business plan. Come and join us and be part of this vital period in our development.

## **Our vision and strategic framework**

Our vision is a country where everyone enjoys the outdoors on foot and benefits from the experience. Over the ten year period from 2015-25, we will focus on three ambitions to help us make our vision a reality:

### *A country designed for walking*

We want everything to be in place in Scotland, England and Wales so we can all enjoy the outdoors on foot and benefit from the experience. This includes great places to walk; a true right to roam in England and Wales (as we already have in Scotland!) and path networks that connect people with communities, history, and nature; we want to ensure the right support from government, society, public and private organisations to help us achieve this. A walking country will enable and motivate more people to walk, as a means of transport, for their health and wellbeing, to help the environment or for the sheer joy of it!

### *Helping everyone find their feet*

Walking can take you anywhere. We want to provide the support and resources everyone needs, regardless of their age, background, fitness or mobility, to enjoy and benefit from walking outdoors. We want to help construct the national and local policies and programmes - in Scotland, England and Wales, - that give individuals and communities the opportunity to go out and walk, and we want to educate them about how walking can improve their health and wellbeing.

### *Connecting people through the Ramblers*

We want to improve the health and wellbeing of the public by providing our own communities of walkers with the best possible Ramblers experience. This includes leading high-quality walks, facilitating outings and holidays that help people enjoy the best walking has to offer; producing expert resources so people can safely explore the outdoors themselves and connect with nature; and providing tailored support to individuals to help them progress from the sofa to the summits or the city street to the mountain peak.

### *We will do all this by leading from the front.*

We will stand together with the outdoors community, inspire a new generation of walkers and continue to work in partnership to achieve our three ambitions.

## **Our priorities 2018/19 – 2021/22**

As outlined in our strategic framework and three year business plan, we will “lead from the front” and invest in the five strategic priorities outlined below - to stimulate growth, to ensure continued value and relevance to our supporters, and to deliver our charitable aims over the coming decade.

### **TRANSFORMING OUR DATA, DIGITAL AND INSIGHT CAPABILITIES**

We will create a suite of strategic capabilities including a data centre, insight hub, mobile apps and walk library with new creation and curation tools and a new website and communication system, to provide better insight and improved understanding of - and relevance to - our supporters. This work will be led by our Director of Data Transformation and her team.

### **DEVELOPING A REGULAR CYCLE OF MAJOR CAMPAIGNS**

We will deliver regular campaign activities throughout the year and innovative, awareness-raising approaches, to reach out and proactively involve supporters with our cause and deliver on our policy

aims across all three nations. This work will be led by our Director of Advocacy and Engagement (A&E) and his team.

### **EXPANDING SUPPORT FOR VOLUNTEERING**

We will develop our training, resources, policies and guidance for volunteers across the whole organisation. We will provide support for our walking activities, focusing on those delivering walks, path maintenance and area/group leadership volunteers. We will clarify and integrate our short health walks offer. This work will be led by our Director of Operations and Volunteering and her team.

### **GROWING MEMBERSHIP AND ASSOCIATED INCOME**

We will put our members at the heart of our work. We will diversify our income through partnerships with individual supporters and with organisations such as the People's Postcode Lottery (PPL), Ramblers Walking Holidays, corporates and trusts; to continue to strengthen our financial position. This work will be led by our Director of Membership and Fundraising (M&F) and her team.

### **IMPROVING INTERNAL INFRASTRUCTURE**

We will improve our in-house support systems (Finance, HR, telephony, video conferencing and remote access systems) through our Tapestry programme. The upgrading of our foundational infrastructure will enhance our effectiveness and efficiency and help us deliver our mission. We will also develop a long-term location strategy. This work will be led by our Director of Services and her team.

The current operational priorities of the **Ramblers Scotland** team are:

- Progressing our multi-year repositioning campaign *Out There*, and in particular, moving at pace with our ambitious digital project to develop a comprehensive dataset of Scotland's path network – this project sits under the *Out There* campaign and is called *Mapping Scotland's Paths*.
- Building the capacity of our volunteer walk leaders, through the provision of peer-to-peer training, support and mentoring – and transitioning the funding arrangements for this project for the next two years.
- Strengthening our network of young walkers groups and launching our *Out There* challenge award scheme, enabling many more young people to build their outdoor skills, confidence and social networks through walking.
- Ensuring that Ramblers Scotland remains at the forefront of campaigning and advocacy on access and outdoor recreation issues within Scotland.
- Ensuring that Ramblers Scotland is a visible presence in significant coalition campaigning and coordination work, including Fight for Scotland's Nature (LINK), Scotland's Landscape Alliance and the National Walking Strategy Delivery Group.
- Work with our Scottish Council Executive Committee to ensure that Ramblers Scotland benefits from robust and outward looking governance practices.
- Along with colleagues in Ramblers GB, Ramblers Scotland undertakes an annual business planning cycle and refresh of our annual business plan which the Director for Scotland will lead on.

## **Our governance**

At the heart of everything we do are our members who support our values. Many of our members also deliver the vast majority of our work by volunteering their time and energy. At our annual GB gathering, called the General Council, these volunteers elect a Board of Trustees who strategically run the charity on their behalf. Formally we are the Ramblers Association, but we operate as the Ramblers.

Whichever nation they call home, every member who joins us is part of Ramblers Great Britain. Ramblers Scotland (and Ramblers Cymru) operates independently but within the Ramblers GB family. Areas in Scotland (and in Wales) elect an annual national Scottish (and Welsh) Council similar to the General Council. This Scottish (and Welsh) Council elects its own executive Scottish (and Welsh) committee which sets the strategic direction and policy for our work in Scotland (and Wales). Our GB strategic framework and business plan is supported by equivalent documents for Ramblers Scotland (and Ramblers Cymru). Trustees delegate responsibility for the day to day management of the charity to our Chief Executive and her team which includes the Director of Ramblers Scotland (and Director of Ramblers Cymru).

## **The team**

The Ramblers GB staff team comprises six departments and two national teams in Scotland and Wales:

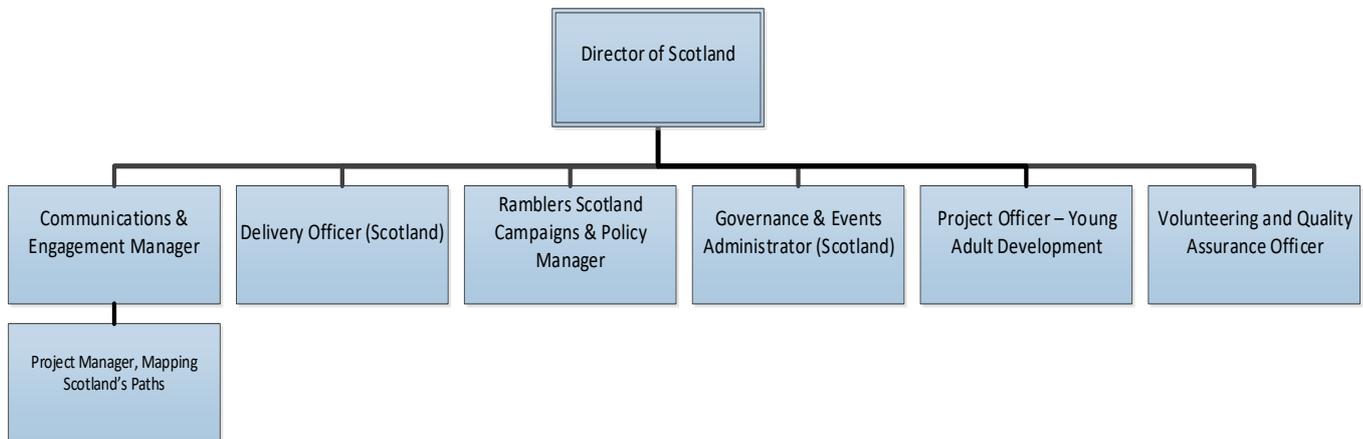
- chief executive's office – provides overall leadership to the organisation and makes sure our charity is governed effectively
- advocacy and engagement – lobbies and advocates on behalf of walkers, campaigns to bring about change for walkers, engages our supporters to help deliver our mission and generate income through fundraising
- operations and volunteering – helps get more people walking more often through member and non-member products and services including group walks, self-guided routes and path maintenance activities; ensures a consistent approach to the management and support of volunteers across the charity
- membership and fundraising – understanding the needs of our members and supporters, to recruit, retain and motivate our members so that we benefit from their loyalty, support and involvement with the charity. To lead fundraising activities to enable the charity to remain free to deliver its charitable aims.
- data & digital transformation & ICT – providing ICT services and driving change through designing, developing & deploying data & digital capabilities for staff & volunteers.
- services – provides underpinning infrastructure to support the delivery of our mission, through finance, human resources, facilities.
- The team in Ramblers Scotland (as in Ramblers Cymru) reporting via this director post, to the chief executive and deliver the business plan for Ramblers Scotland. We have frameworks which set out how work is delivered across our GB and three national teams, to avoid duplication and maximise our efforts.

As a medium sized charity with big ambitions, all our work is delivered in a genuinely cross-team, collaborative way. Whichever department or national team you join, you will have the opportunity to contribute to delivering all aspects of our mission. And whichever team you join, and wherever you are based, our staff all have a few things in common – a passion for walking and the outdoors, a love for our volunteers, and a commitment and resilience to make transformational plans happen.

## The Job

We are looking for a highly skilled Director of Ramblers Scotland. This is a senior level post reporting to the chief executive. Please refer to the role profile enclosed with this pack, for the full details of this role and the skills and experiences required.

## Ramblers Scotland team



Our offices are located, Caledonia House, 1 Redheughs Rigg, South Gyle, Edinburgh, EH12 9DQ.

## Candidate Application Information

Initially please refer to the Job Profile (Job Description) below for this role to check that you meet the criteria in the “knowledge, skills and experience” section that are necessary for the job.

Then send us your CV and a covering letter along with the Equal Opportunities Monitoring form by **Sunday 12 May 2019**.

Closing Date: **Sunday 12 May 2019**.

Interviews: **Thursday 16 May 2019, central Edinburgh venue to be advised**.

Please e-mailed your completed application to [recruitment@ramblers.org.uk](mailto:recruitment@ramblers.org.uk).

**Any applications arriving after the deadline above will not be considered for shortlisting unless there are exceptional reasons.**

## Candidates with disabilities and special needs

Please tell us if there are any reasonable adjustments we can make to assist you in your application. If you have a disability, which you would like us to take into account, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

## Guidance for CV and cover letter submission

Please send an up to date relevant CV including contact details of two referees. Note: - we will not take up references before short-listing. Please also complete our Equal Opportunities Monitoring form by downloading from the jobs section of our web page <http://www.ramblers.org.uk/jobs.aspx> This job pack contain information about the Ramblers, the job vacancy and the person required. You should read these carefully to make sure that the job and conditions are suitable.

It is our intention to appoint the best candidate for every vacancy in accordance with our Equal Opportunities Policy. To do this fairly, within the overall recruitment process at stages throughout the process we will need all candidates to provide relevant information about themselves. This information should be based on the criteria listed in the enclosed person specification and which are regarded as essential to the job.

Providing a covering letter is the most important part of your application. It should be used to tell us how you think you meet the selection criteria listed on the knowledge, skills and expertise section of the job description. Please draw particular attention to experience, skills, achievements and knowledge gained in past employment or other activities which are relevant to the job. It may be easier to use headings relating to the requirements detailed in the person specification and demonstrate how you meet them.

**Ensure your covering letter is no more than 2 sides of A4 paper long.**

Whilst the application is by CV and covering letter, the successful candidate will be required to complete the Ramblers standard application form on appointment.

## **Equal Opportunities**

The Ramblers is an equal opportunities employer. Candidates should note that our recruitment procedures are carried out in accordance with equal opportunities principles and selection is based on how well candidates meet the objective criteria, which are stated as the requirements for the job. We welcome applications from individuals regardless of race, sex, disability, age, religion or belief, gender re-assignment, marriage & civil partnership, sexual orientation and pregnancy or maternity

We ask that all candidates for this post complete the Equal Opportunities Monitoring Form available from the job page of our website - <http://www.ramblers.org.uk/jobs.aspx>, which will enable us to monitor the effectiveness of our Equal Opportunities Policy. The information is kept confidentially within the HR Department.

We regret that we are unable to acknowledge receipt of applications, but please telephone the HR Department on 020 3961 3300 if you want to check yours has been received. If you do not hear from us within four weeks of the closing date please assume that you have not been shortlisted.

## Job Profile

<b>Job Title:</b> Director of Ramblers Scotland	<b>Responsible to:</b> Chief Executive
<b>Department:</b> Ramblers Scotland	<b>Responsible for:</b> All staff in Ramblers Scotland
<b>Contract:</b> Permanent	<b>Full-time:</b> 35 hours a week
<b>Band:</b> Director level (7)	<b>Location:</b> Edinburgh with travel around Scotland and to London

### Purpose of Role:

The Director of Ramblers Scotland is responsible for leading the strategic development and operational delivery of the Ramblers' aims in Scotland. The Director is part of the senior leadership team (SLT) and works with the Scottish Council Executive Committee (SCEC)\* and with colleagues across the three nations of Great Britain to implement the strategic direction set by the Board of Trustees through:

- Providing leadership to staff, volunteers and to the Ramblers as a whole.
- Creating a supportive, motivating culture and environment for all.
- Working effectively to meet our accountabilities to our members and to other stakeholders.
- Communicating our charitable aims, values and mission to the wider public.

\*The Board devolves the strategic direction and operational delivery of Ramblers Scotland to SCEC.

### Key Responsibilities:

#### Leadership

Provide inspirational leadership to Ramblers Scotland, advise the SLT, SCEC and BoT on all matters relating to Ramblers activities in Scotland and work in effective partnership with SLT colleagues across GB to deliver a relevant and growing charity, with a vibrant and inclusive culture.

#### Strategy

In collaboration with the Chief Executive and Convener of SCEC, and supported by input from SLT, lead on the strategic development and operational delivery of the Ramblers Scotland strategic business plan and contribute to the business plan of the Ramblers across the three nations of GB.

#### Management

Recruit, manage, motivate, retain and develop members of the Ramblers Scotland staff team and be fully accountable for the Ramblers Scotland budget. Ensure that Ramblers Scotland operates in line with charity-wide policies on HR, financial management, ICT, data, membership, fundraising, brand, governance and risk management. Align advocacy, engagement, operational and volunteering activities - as relevant and appropriate - with those in England and Wales.

#### Implementation

Lead Ramblers Scotland policy making, lobbying and campaigning work and deliver high-quality, distinctive and impactful campaigns. Empower Scottish volunteers. Proactively engage Scottish supporters with the work of Ramblers Scotland and grow Ramblers membership, income, impact and "voice" across Scotland. Foster positive and effective internal communications and collaboration between Ramblers Scotland and

Ramblers GB. Work in partnership, internally and externally, to develop innovative new services and seek external funding.

**General responsibilities**

Take a flexible approach to work and duties, with an appropriate level of responsibility, feeding through to the Chief Executive where appropriate. Take personal responsibility for keeping up to date with the work of the charity and maintaining professional skills and expertise. Actively contribute to organisational cohesion, encouraging cross-team working and a problem-solving approach. Champion and work in line with the Ramblers values. Maintain awareness and ensure compliance with policies including, confidentiality, health and safety, safeguarding and data protection. Keep up to date with professional best practice, and share knowledge appropriately across departments. Undertake any other duties which may arise from time to time, as requested by the Chief Executive.

**Decision-making:**

Make substantial decisions on their own initiative within the overall direction set by CEO and Convener of SCEC. The post holder will develop the strategic direction of Ramblers Scotland. Decisions made will have a major impact on the Ramblers' ability to deliver both in Scotland and across the three nations of GB.

**Analysis and initiative:**

Responsible for the development and delivery of all Ramblers activities in Scotland and for bringing extensive expertise, insight and analysis to the external context, especially with respect to policy development in a devolved environment.

**Communicating:**

Responsible for the interaction between Ramblers Scotland and all external bodies in Scotland, communicating confidently with a wide range of audiences, internally and externally (including written and face-to-face briefings) and developing relationships with external funders and other stakeholders across Scotland as necessary and appropriate.

**People:**

The post holder will have line management responsibilities for the Ramblers Scotland team of staff and will support and collaborate with senior volunteers across Scotland.

**Resources:**

The post holder will be responsible for the planning and delivery of the Ramblers Scotland budget, to ensure all resources are utilised effectively and efficiently. The post holder will also work with SLT colleagues on GB business and budget planning.

**Knowledge, skills and expertise:**

- Experience of senior level leadership
- A track record of organising successful campaigns
- Experience of inspiring and developing staff and volunteers
- Sound working knowledge of political processes and networks across Scotland
- A holistic and networked communications approach, with excellent interpersonal skills
- Experience of engaging proactively and effectively across all media platforms
- Experience of commissioning and utilising digital and data tools for insight and evaluation purposes
- Exceptional listening, negotiating and management skills

- Committed team-player with a responsive, flexible, teamworking style
- Experience of forward planning and strategy development
- Experience of setting and managing budgets
- A strong track record of effective operational delivery
- A demonstrable innovator and change maker - with persistence and resilience
- Experience of advising and reporting to governance bodies
- A commitment to walking, environmental and countryside issues
- Experience of developing effective partnerships and relationships with external stakeholders
- A track record of working successfully to secure funding and deliver funded projects

**Desirable**

- Knowledge of Gaelic or another European language
- Experience of managing remotely
- Experience of working within a membership organisation.

**Key contacts:**

**Internal**

- SLT
- Convener of Ramblers Scotland
- SCEC
- Board of Trustees
- “Heads of” departments
- Area and group volunteers
- Members

**External**

Senior contacts with Scottish charities, Scottish Government, funders, suppliers and other stakeholders.

**Other essential requirements for the role-holder:**

Ramblers is a member-led organisation, with the majority of work led by volunteers. All staff are expected to work closely with volunteers and to manage relationships with function-specific volunteers. For example, campaigns staff work with campaigning volunteers, finance staff work with finance volunteers, walking operations staff work with walk leader volunteers etc.

Every member of staff is expected to show respect to their colleagues, our volunteers and members and to understand and adhere to the following:

- Ramblers Code of Conduct and Values
- Equality and Diversity Framework
- Health and Safety Policy
- ICT Security Policy

Staff should also ensure that they act in accordance with The Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003, Fundraising Code of Practice, Ramblers financial instructions and UK employment law if applicable.

The details contained in the Job Profile, particularly the key responsibilities, reflect the content of the job at the date the document was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost and other duties may be gained

without changing the general character of the duties or the level of responsibility entailed. Consequently, Ramblers will expect to revise this job description from time to time and will consult with the post holder at the appropriate time.

## **Conditions of Employment**

### **PAY**

This is a band 7 role with a salary range of £45,676 - £67,464 pa. depending on experience. Cost of living increases are normally applied, subject to approval, in October each year. Salaries are paid on the 28<sup>th</sup> of each month via bank credit transfer. We do not pay a separate allowance to homeworkers.

### **WORKING HOURS**

The working week is currently 35 hours per week from Monday to Friday. These may be varied by agreement with your line manager. For some roles, there will be occasions when these hours are exceeded for example some weekend working or a requirement to attend evening meetings. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

### **TRAVEL**

For some roles, there is a requirement to travel across the nations and to regional offices (Cardiff and Edinburgh). There may also be, on occasion, the need for overnight stay. Reasonable travel and hotel expenses may be reclaimed using Ramblers expenses procedures

### **LEAVE**

Annual leave is 25 days per year plus paid holiday on statutory and other public holidays, this is pro rated for part time staff and staff on fixed term contracts. The Ramblers' office is closed on statutory holidays and from 24 December to 01 January inclusive. The office is also closed on 23 December when that day falls on a Monday; and on 02 January when that day falls on a Friday.

### **PENSION SCHEME**

All staff will automatically be enrolled into a Group Personal Pension Scheme as part of our requirement to meet automatic enrolment legislation. According to the statutory requirements from April 2019, employees will see 5% of their earnings going to their workplace pension. In turn Ramblers will be obliged to add a contribution that is the equivalent of 3% of your earnings. In addition, Ramblers currently offer a higher level of contributions at 6% of your basic salary, provided employees contribute at least 5%.

### **PROBATIONARY PERIOD**

All new employees will be required to undertake a period of probation for six months, in which time you will be expected to establish your suitability for the post. At the end of this period and subject to a satisfactory performance you will be transferred to the established staff.

### **RAMBLERS MEMBERSHIP**

This gives you access to hundreds of group led walks every week, Ramblers Routes online library as well as four issues of Walk magazine a year. In addition you will be entitled to a host of membership discounts and offers.

### **TRADE UNION MEMBERSHIP**

The Ramblers recognise the Union Unite. The Union has sole consultation rights within Ramblers for terms and conditions of employment and other matters concerning staff. The Ramblers encourages all employees to join the union.

#### **FLEXIBLE WORKING**

After 26 weeks' continuous service, Ramblers will consider applications for flexible working arrangements. The Ramblers will enable as many jobs to be open to job sharing as is operationally practicable.

#### **SEASON TICKET LOANS AND CYCLE TO WORK**

The Ramblers operate a season ticket loan and cycle to work scheme (available after 3 months service).