

ROLE PROFILE:

Horse Care and Welfare Education Officer



Job Purpose:

The ethos of The British Horse Society is to improve the care and welfare of horses through education and support enabling a proactive approach to improving the lives of horses. You will be responsible for the continued development of our existing horse care and welfare projects including the development of new resources to support the work of our Horse Care & Welfare Field Officers and volunteer Advisers. You will work closely with other welfare charities and organisations and be able to communicate with all sectors of the equine community.

Reports to: Horse Care and Welfare Education Manager

Key Responsibilities and Accountabilities:

- Plan, prepare and deliver content for a BHS stand at conferences. Promote the resources and support schemes the BHS has that supports our industry.
- Act as a key ambassador to the organisation and promotion of our work with regards to Horses in Society and our social licence to operate and to increase new and existing supporter engagement.
- Ensure educational resources remain current, engaging, are supported by peer-reviewed evidence-based science and take into consideration different learning styles.
- In partnership with external stakeholders and the BHS Marketing & Communications team, plan and deliver dedicated horse care 'Awareness Weeks'. Liaise with relevant BHS departments to maximise engagement throughout the equine community.
- Deliver online and in-person presentations such as to students, equine owners or at a conference.
- Work in partnership with our volunteers and encourage participation at our events. Investigate new opportunities where our work can be promoted further by our volunteers.
- Work collaboratively with the National Equine Welfare Council and joint partnerships.
- Continued partnership with external stakeholders and the BHS Marketing & Communications team for the development of the Equine Wound Project.
- Increase the proactive promotion of our project work including the involvement of our volunteer Horse Care & Welfare Advisers. Deliver briefing webinars and appropriate resources for events.
- Work closely with the Horse Care & Welfare Engagement team to support the development and increased participation of engaging with and reaching new audiences. Produce new resources required to support the development of new initiatives.
- Produce impact reports which incorporate qualitative and quantitative data. Report on learning opportunities for future projects.
- Support with the delivery of the Horse Health Days and Stable Mate days, producing risk assessments for events and completing necessary administration tasks.
- Attend the Health Care & Education Clinics, engaging with owners and working to improve the welfare of horses.

- Support the Horse Care & Welfare helpline team respond timely to enquires received relevant to education.
- To assist the Horse Care and Welfare Education Manager and Director of Horse Care and Welfare with any additional projects as and when required.

Person Specification

Essential

- Exceptionally strong equine knowledge and practical experience (equivalent to at least BHS Stage 3 care) with a particular focus on the well-being of the horse, acceptable care and welfare standards, and good knowledge of fat scoring horses (also known as body condition scoring).
- Flexible approach to travel including some overnight stays, evenings, weekends, and bank holidays across the UK.
- Ability to sympathetically handle confrontational or distressing situations.
- Full driving licence and willing to drive a vehicle up to 3.5T.
- Access to a vehicle suitable for business use, as travel to remote locations/locations inaccessible via public transport will be required.
- Knowledge of animal welfare legislation.
- Understanding of Human Behaviour Change for Animal Welfare and its practical application.
- First class communication skills including customer service, interpersonal experience, and confidence in communication via telephone, email, online and face to face.
- Excellent presentation skills, and comfortable delivering talks to the public and external organisations.
- Excellent team-working skills and ability to work alone at times.
- Excellent communication skills and ability to liaise with internal and external stakeholders to maintain positive relationships.
- Proficient IT skills (Microsoft Dynamics, Word, Excel, Outlook, and PowerPoint).
- Excellent time management skills and the ability to prioritise workloads.
- Creative writing and good proof-reading skills.
- Understanding of Diversity, Equity and Inclusion.

Desirable

- Experience of working with volunteers.
- Experience of driving a vehicle of a size up to 3.5T.