



## CANINE BEHAVIOUR AND RESEARCH – DOG SCHOOL

<b>Job Title:</b>	Senior Coach
<b>Reporting to:</b>	Head Coach
<b>Location:</b>	Dogs Trust Rehoming Centre or Home Working
<b>Job Grade:</b>	E

### Job Purpose:

To lead classes within Dog School and support the Head Coach in delivering at least 15 dog training classes per week, with the aim of achieving positive dog ownership and improving dog welfare and behaviour. Promote Dog School in the local area and undertake relevant administration required to run the Dog School in conjunction with the Coach. Deputise for the Head Coach in their absence and undertake more senior responsibilities to ensure the successful running of the school.

### About the role:

Dogs Trust Dog School is a nationwide delivery of dog training and human education for dog owners in their local communities. The aim is to ensure that owners and their dogs can have a positive and fulfilling relationship with each other, and other people and dogs in their community. This is achieved primarily through dog training classes, but also through training consultations, responsible dog ownership education and the promotion of all aspects of dog ownership.

The curriculum for each Dog School class (puppies, adolescents, adult and rescue dogs) has been created by our in-house experts in canine behaviour and is updated regularly as new research enables us to learn more about how dogs and their owners learn. Using only reward-based methodology, the Dog School aim is that each dog leaves the school having made progress, with the ability to follow basic cues and behave well in many everyday settings.

All Dog School coaches are expected to lead classes both online and face to face, support the class leader when not in that role, and provide support to participants in a class on a 1–1 basis who may be struggling with specific training elements. This is regardless of job title and responsibilities outside of the classes. The skills needed to be an effective trainer include being able to problem solve, being adaptable and proactive and reactive to the customer and dog's needs in classes which requires a high level of concentration.

On rare occasions, staff may have to deliver classes alone in line with our lone working policy. All staff are expected to contribute towards the achievement of the school's targets and KPIs, including the number of training class places booked and customer retention.

All Senior Coaches are required to be a certified 'First Aider at Work'. If the postholder does not already possess this qualification, training will be provided to both achieve and maintain this qualification/accreditation.

All Dog School staff are expected to work flexibly across the week, including evenings and weekends to ensure all classes and relevant activities are delivered in accordance with Dog School and Dogs Trust policies. Dog School staff have to drive between the offices and various class venues so a full manual driving licence is required.

<b>Key Job Responsibilities:</b>	
Act as the lead Coach in a given number of classes per week delivered by Dog School. The lead Coach in a session has responsibility, in line with Dogs Trust policies to remove individual dogs or owners from the class if the welfare or safety of other owners, staff or dogs is compromised and make any decisions in class in the absence of the Head Coach.	15%
Support the Head Coach in delivering a minimum of 15 training classes per week for dog owners in the local community and Dogs Trusts adopters in line with Dog School operating procedures.	15%
Complete all office administrative duties, including competently and accurately using the bespoke Dog School CRM system to deal with customer enquiries, class bookings and payments (cashless) in a timely and organised manner.	30%
Take part in the provision of a range of opportunities to engage the general public in responsible dog ownership, welfare-compatible training methods, building positive dog-human bonds, ensuring that training and behaviour is given to the public as required and in accordance with Dogs Trust Dog School policies and procedures.	5%
Provide 1 – 1 training consultations for dog owners who have specific challenges identified during training classes.	5%
Support the promotion of Dog School through effective research of marketing initiatives and the link up to local businesses under the guidance of the Head Coach. This will include social media posts and blogs.	10%
Provide education opportunities for all dog owners in training and behaviour by organising and running seminars for owners, adopters, animal professionals and the general public approved by the Deputy Director CEE or CEE Training and Development Manager	5%
Stand in for the Head Coach in their absence as necessary, covering all aspects of their role. It will be appropriate to therefore develop a broad knowledge of the whole of the Dog School operation in order to facilitate this.	10%
Other reasonable duties as required by the Head Coach, Area Manager, Deputy Director CEE, CEE Training and Development Manager and Director of Canine Behaviour and Research.	5%
Explain the organisation's fundraising needs to owners and ask for small donations during the last week of classes, collected on a contactless card machine.	<5%

<b>Other key areas of activity:</b>
<b>Management of Resources: All employees are responsible for managing their own time and resources.</b>
<b>Financial Responsibility:</b>
For the occasional processing of payments for classes via electronic payment.
<b>Management of people</b>
Support the Head Coach with offering appropriate guidance and support to the Coach or to volunteers who may support the dog school. Assist Head Coach to recruit and train volunteers.
<b>Health and Safety:</b> All individual employees have a duty of care for their own health and safety and that of others who may be affected by their actions.
Responsible for the safety of members of the public and their dogs when leading Dog School classes.
<b>General Data Protection Regulations (GDPR)</b>
For the quality of data collected on participants in Dog School and ensuring it is maintained, in line with GDPR and Dog School policies.
<b>Major internal and external relationships:</b>
Internal relationships with colleagues in Canine Behaviour and Research, Education, Dogs Trust Rehoming Centres, local relevant organisations.

*External:* Range of external stakeholders, including veterinary organisations and practices, behaviour and training organisations, schools and community groups, local authorities and other welfare organisations. Class participants and other members of the public.

<b>Person specification:</b>	<b>A</b>	<b>I</b>	<b>E</b>
<b>Educational qualification, skills, experience and behaviours</b>			
It would be an advantage to have experience of delivering dog training classes or courses	X	X	X
ABTC recognised accreditation* such as Member of the Association of Pet Dog Trainers or equivalent accreditation at the same level such as Dog Training Instructor. *If not already ABTC accredited at the required level, the candidate must be working towards accreditation or be willing to undertake assessment/classes in order to gain accreditation or membership”.	X	X	
Competent in appropriate safe-handling techniques for dogs of a fearful or aggressive nature and experienced at supervising situations where there are challenging dogs. Ability to respond appropriately in cases of aggression, to safeguard both people and dogs.		X	X
Experienced at dealing with dogs that are anxious or fearful and be able to provide flexible solutions for the training of such dogs and education of their owners.		X	X
Excellent verbal communication skills, including listening skills in order to successfully: <ul style="list-style-type: none"> <li>• Present and deliver training classes to small groups and/or 1 – 1 consultations.</li> <li>• Deliver talks/seminars to large/small groups.</li> <li>• Explain to owners about reading canine body language and vocalisation so they can better understand their dogs.</li> <li>• Explain to owners about the motivation behind their dog’s behaviour.</li> <li>• Provide excellent customer service to the general public and owners, including the ability to be empathetic and adaptable to each owner’s situation.</li> <li>• Develop and maintain professional relationships with Rehoming Centres, other colleagues in Dogs Trust and other relevant professionals.</li> <li>• Speak with customers on the phone regarding their booking enquiries and training needs and being able to advise on their dog’s suitability for classes and give basic behaviour advice.</li> </ul>		X	X
Good administrative experience including excellent personal organisation and IT experience (Word, Excel, Outlook).	X	X	X
Understanding of the health and wellbeing of members of the public and staff.		X	
A reasonable level of fitness, stamina and mobility are required to complete the varied physical demands of the role – ‘this includes lifting and carrying of class training equipment’.			X
Resilience to manage the potentially emotional demands of the role.		X	X
Demonstrate passion for helping dog owners better understand their pets, with the aim of encouraging a positive long-term pet/owner relationship.	X	X	
Good knowledge of the scientific principles underlying the development of behaviour in dogs, including a thorough understanding of how dogs learn new behaviours.		X	X
Understanding and/or experience of how reward-based training methods impact upon welfare and how these methodologies impact in both training new behaviours and in rehabilitation work.		X	X
A qualification in animal behaviour or similar relevant academic study would be advantageous.	X		
Understanding of how marketing and market research can drive awareness and participation in activities, and a demonstrable interest in how these can increase the uptake of Dog School classes locally and nationally.		X	X
First Aid at work qualification/accreditation. If you do not already hold this qualification, Dogs Trust will provide the relevant training to achieve and maintain this qualification.	X		
Ability to work flexibly across the week to meet the needs of the Dog School programme, which will include regular evening and weekend work.		X	
Full manual Driving Licence (NB Dog School vehicles are vans and therefore you must be confident to drive a van).	X		
<b>Revised: January 2021</b>			

Time of assessment: A= Application; I = Interview; E = Written Exercise/Practical Task

