



Job Description:

Title: Head of Herbal Education

Reporting to: Herbal Director

Direct reports: Education Specialist

Main Objective: To assist the Herbal Director in delivering industry leading internal and external education.

To be an inspiring leader within the Herbal Research, Education, Development and Regulatory Department; support the herbal education & training within Pukka ensuring that the knowledge inspires positive change within and outside Pukka; provide best-in-field external training; support the content and delivery of Pukka online education initiatives; produce technical writing material for training, websites and in support of marketing / PR copy; help deliver effective communication of research.

Liaison with: Appropriate external bodies, e.g. College of Medicine, Herbal team, QC Manager & team, Head of Supplements, Head of Tea, Sales Team Area Manager, Customer Service, Legal, Sourcing, Herbal Experts Team

Key Responsibilities

Coordination & Management of Pukka's Education Strategy

- Inspire leadership within the Education team
- Work at a senior management level to deliver and develop the education agenda.
- Consider and develop Pukka's Education Strategy and resource.
- Guide delivery of the Education Programme by working with the Education Specialist on the overall Education Strategy including the delivery of the Online Distance Learning Course and training seminars both internally and externally.
- Manage the Education budget and allocate resource effectively.

Education Communication

- Work with the Education Specialist to deliver content for Pukka website and Herbal Reality.

- Support marketing by writing and editing copy for packaging, consumer / customer communications, media articles for publication.
- Deliver technical writing in the arena of herbal medicine, nutrition and health.
- To be an expert on Pukka's products, herbs, standards and values to be able to engage staff and customers in Pukka's purpose.
- Create original thought-leadership within the field of natural medicine to inspire staff and customers.
- Develop and deliver content for external training as required and support external events; e.g. attend trade & consumer shows, seminars, in-store events and webinars.
- Ensure adequate support for Customer Services regarding herbal/product advice requests, queries and issues received from trade customers and the public.

General

- To champion Pukka's Mission, Vision and Values.
- To participate in Pukka's Appraisal process ensuring your own personal development and contributing to the overall performance of the People team.
- To ensure equality of opportunity is maintained and respected at all times in accordance with the appropriate policies and procedures.
- To work co-operatively with colleagues across Pukka.
- To comply with the statutory provisions of the Health and Safety at Work Act 1974.
- To actively participate in opportunities to communicate within Pukka including attending team meetings.
- To make full use of technology for all appropriate tasks.
- To demonstrate a willingness to work flexibly with others to respond to needs of an evolving organisation.
- To ensure that confidentiality is respected and maintained at all times.
- To perform any other duties as directed by management.

This job description reflects the present requirements of the post and should not be seen as an exhaustive list of responsibilities. Duties and responsibilities may develop and change in consultation with management.

Person Specification

Qualifications

- Qualified with a degree in Herbal Medicine, or Nutrition or another health-related discipline as long as supported by Herbal Medicine experience
- Ideally, a teaching or education qualification

Knowledge & Experience

- A history of success in educational environments, including some experience of on-line learning platforms and delivering educational programmes
- Experience of leading and inspiring people to fulfil their potential
- Success acting as part of a senior team, demonstrating the ability to collaborate, influence and challenge, across more than your 'expert' area
- Proven track record of interpreting and communicating clinical research with a view to landing clear educational messages
- Strong project management skills
- Expert in natural medicine/remedies, healing traditions and science
- Some understanding of herbal and nutritional formulation skills
- Ideally, good knowledge of the broader context of the environmental movement, especially organic agriculture, fairtrade, fairwild and Fair for Life

Skills & Competences

- Ability to effectively manage, prioritise and deliver workload in a fast paced commercial environment
- Able to discern the most effective solution for delivering herbal expertise
- Natural tendency to work collaboratively and purposefully across departments
- Excellent standard of writing - accurate and creative to suit a broad range of audience understanding, from professional to lay
- Authoritative communicator with an ability to explain complex subject matter to the non-technical
- Ability to assimilate new knowledge quickly
- Translating complex subject matter into something interesting and memorable
- Ability and confidence to design and deliver engaging learning experiences via different mediums
- Proficient in navigating computer systems, including Microsoft office and databases as well as other software for enhancing learning
- Up-to-date knowledge of current medical practices, epidemiology and drug-herb safety issues

Personal Attributes

- Inspiring and sparky intellect, combined with an enthusiastic, positive and mature attitude
- Calm and unflappable so remain clear-headed at all times
- Resilient in the face of changing priorities and a significant workload, whilst maintaining a sense of humour and a passion to work hard
- Team player, willing to help others and work cross-functionally
- Organised and meticulous in determining the priorities whilst working with an immaculate attention to detail
- Able to proactively problem-solve, easily seeing a way through problems, both individually and collaboratively
- Personal integrity and commitment to fulfilling your potential

- A genuine passion for Pukka's mission, demonstrated by personal lifestyle choices

Job Terms

Salary	Dependent on experience
Hours	Monday to Friday 9.00am – 5.00pm with 30 mins for lunch.
Location	Parkview Campus Building, Bristol, BS14 0TJ, moving to Chocolate Factory, Cross Street/Somerdale Road, Keynsham, BS31 2AU in March/April 2018
Holiday	24 days holiday (rising by 1 day for each complete year of Service, up to 28 days) plus bank holidays
Benefits	Pukka tea to drink during working time. Pension, Range of staff welfare benefits (product allowance and discount, complementary health) Personal and professional development, free parking.