

Kent County Council

Job Description: *Kent Downs National Landscape Manager, Putting Down Routes Project*

Directorate:	Growth, Environment and Transport
Unit/Section:	Kent Downs National Landscape Team
Grade:	KR9
Responsible to:	North Downs Way Trail Manager

Purpose of the Job:

The Kent Downs National Landscape and the North Downs Way National Trail Partnership are embarking on an exciting project that seeks to both encourage new audiences to the trail and upgrade parts of the trail so that they are more accessible to a wider range of people. This will include working with Project Partners to develop new audiences, delivering enhancements on, and around the trail and supporting the recruitment and training of North Downs Way Ambassadors to make the trail more accessible to groups who currently do not use the North Downs Way. The project will particularly focus on ethnic minority audiences and people with disabilities.

The Putting Down Routes (PDR) project aims to:

- Introduce new audiences to the Kent Downs National Landscape and the North Downs Way National Trail by providing opportunities to access the trail in different ways.
- Work with Project Partners (Wild with Wheels and Black Girls Hike) to enable improved access to the North Downs Way National Trail
- Deliver physical enhancements along and around the North Downs Way to remove barriers and to make the Trail more accessible to a wider range of people.
- Improve & Enhance signage and interpretation to make information about the Trail more accessible and more inclusive.
- Recruit & train North Downs Way Ambassadors from a more diverse range of backgrounds so that a wider range of people represent the trail.
- Upskill existing North Downs Way Ambassadors, Kent Downs Staff, and staff in small businesses, visitor attractions and venues on the Trail to welcome people from diverse backgrounds.
- Deliver an Equality, Diversity and Inclusion legacy for the North Downs Way & the Kent Downs National Landscape.

Main duties and responsibilities:

- You will be responsible for the delivery of all elements of the Putting Down Routes Project in collaboration with the project team.
- You will work collaboratively with partners, contractors, and other North Downs Way National Trail staff as well as with the Kent Downs National Landscape partnership and local stakeholders.
- You will engage with diverse audiences which are representative of the user groups and potential user groups of the North Downs Way.
- You will deliver the outputs and outcomes of the Putting Down Routes project as described in the 'Purpose of the Job' section above.
- Support the assessment and delivery of demand led small capital works along and around the North Downs Way. This includes liaising with Local Authority Public Rights of Way (PRoW) officers and contractors.

- Support the assessment and delivery of two identified capital enhancements on the North Downs Way. This includes liaising with Local Authority Public Rights of Way (PRoW) officers and contractors.
- Support the Communications and Engagement Officer to develop and deliver information boards that make the North Downs Way more welcoming and accessible.
- Support the work of Project Partners (Wild with Wheels and Black Girls Hike) as they develop new audiences.
- Ensure delivery of the North Downs Way Ambassadors training programmes and local businesses and landowners.
- Support Ambassadors, local businesses, landowners and project partners to plan and deliver engagement events.
- Carry out monitoring and evaluation throughout the project, providing reports as required to the project team and/ or funding body.
- Support the North Downs Way Trail Manager to submit financial and narrative reports to the National Heritage Lottery Fund and other funding bodies.
- Ensure that the Diversity and Inclusion objectives of the project inform and improve how the North Downs Way and Kent Downs National Landscape work with diverse audiences.
- Ensure that all activities are carried out in a proper and accountable manner according to the financial and health and safety requirements of Kent County Council whilst adhering to project & funding specific criteria.
- Apply consistently the principles of Equal Opportunities policies, codes and practices, in particular seek to build new and more diverse audiences for the North Downs Way National Trail.
- Undertake such additional duties commensurate with the grading of the post as required.

Footnote: This job description is provided to assist the job holder to know what their main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

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Person Specification: Kent Downs National Landscape Manager, Putting Down Routes Project *Post Title*

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

	CRITERIA
QUALIFICATIONS	<ul style="list-style-type: none"> • Degree or equivalent in relevant subject and/or equivalent relevant experience.
EXPERIENCE	<ul style="list-style-type: none"> • Experience in research and engagement in landscape, natural and cultural heritage and its conservation • Experience in engaging and enthusing partners and a diverse range of communities such as disability, people of colour and other underrepresented groups. • Experience of promoting or supporting the promotion of your work through a number of channels such as mail chimp or social media to wide audiences. • Track record of good working relationships with private and public sector organisations, and general partnership building • Delivery orientated and ability to prioritise workload and meet tight deadlines. • Experience of project management reporting your work against targets, you will be responsible for reporting and summarising our activity for funders. • Experience of project and budget management
SKILLS AND ABILITIES	<ul style="list-style-type: none"> • A self-starting and motivated individual, able to take the initiative, organise and manage multiple work strands, work autonomously but know when to get and take advice. • Ability to prioritise and deliver realistic and achievable goals. • Ability to work on own initiative and take responsibility for decisions relating to own work. • Strong partnership working with an ability to engage and enthuse at all levels and with diverse audiences. • Strong written and verbal communication and presentation skills • Excellent written, numeracy and ITC skills including ability to maintain spread sheets, produce information, report writing and word processing. Kent Downs AONB office use Microsoft Office 365 • Excellent communicator willing to work in an integrated way to achieve beyond immediate programme responsibilities. • Innovation and adaptability – looking for opportunities and alternative solutions to problems. • Due to the outward facing nature of this role fluency in English is essential.

<p>KNOWLEDGE</p>	<ul style="list-style-type: none"> • Evidence of continuing professional development and high level of knowledge in relevant professional areas. • Good knowledge of natural, cultural and historic heritage designation, an understanding of sustainable development and the social, economic and environmental benefits of securing designated status. • Excellent project management knowledge and skills. • Excellent communication and engagement knowledge and skills • Excellent interpersonal knowledge and skills with the ability to build strong working relationships and communicate clearly and accurately to a variety of audiences. • Good IT skills with evidence of working with the MS Office suite of programs. • Knowledge or lived experience of disability • Knowledge of working with underserved audiences such as ethnic minorities or people with disabilities
<p>KENT VALUES AND CULTURAL ATTRIBUTES</p>	<p>Kent Values:</p> <ul style="list-style-type: none"> • We are brave. We do the right thing, we accept and offer challenge • We are curious to innovate and improve • We are compassionate, understanding and respectful to all • We are strong together by sharing knowledge • We are all responsible for the difference we make <p>Our values enable us to build a culture that is:</p> <p>Flexible/agile - willing to take (calculated) risks and want people that are flexible and agile</p> <p>Curious - constantly learning and evolving</p> <p>Compassionate and Inclusive - compassionate, understanding and respectful to all</p> <p>Working Together - building and delivering for the best interests of Kent</p> <p>Empowering - Our people take accountability for their decisions and actions</p> <p>Externally Focused - Residents, families and communities at the heart of decision making</p>