

## Kent County Council – Kent Downs AONB Unit

Job Description: UNESCO Sites Across the Channel (USAC) – Project Officer

---

<b>Directorate:</b>	Growth, Environment & Transport
<b>Unit/Section:</b>	Kent Downs AONB Unit
<b>Grade:</b>	KR 9 (£29,446- £33,510 full time) – part time 3 days a week fixed term until end of June 2023
<b>Responsible to:</b>	Kent Downs AONB Director

### **Purpose of the Job:**

UNESCO Sites Across the Channel (USAC) is a unique project and exciting programme of work funded by the Interreg V France Channel England Programme. The Kent Downs Area of Outstanding Natural Beauty (AONB) Unit is one of 5 partners in France and England. The project will work with a wide variety of partners; individuals, organisations and businesses to develop, research and understand the benefits of securing UNESCO (Global Geopark) designation for the Kent Downs Area of Outstanding Natural Beauty; to pursue a suitable UNESCO designation for the Kent Downs and to develop new tourism and visitor products that celebrate the natural and cultural assets and benefit the economy in innovative and sustainable ways. You will promote community, civil society and business engagement and encourage new visitors and visitor experiences in a way that supports and enhances that landscape. USAC will promote new tourism products based on the natural and cultural characteristics of the area through events, publications, communication campaigns and a local festival developed in partnership with an arts-based organisation in 2022. Part of your work will be to promote and support the creation of UNESCO sites elsewhere in the channel region.

You will work closely with colleagues in a highly skilled, multi-disciplinary team across the USAC partnership and within the Kent Downs AONB partnership and team. You will work closely with the Kent Downs AONB Communications Manager to ensure that the important USAC communications work complements and delivers a communications legacy for the Kent Downs AONB partnership.

The role will involve some travel in the project pilot regions which are Brittany and the Pas-de-Calais, and in France and the Isle of Wight in the UK.

### **Main duties and responsibilities:**

- This is a partnership project; you will work collaboratively with the USAC partners as well as other sites which have secured UNESCO designation and with the Kent Downs AONB partnership and local stakeholders.
- At the outset of the project, you will gather evidence as to the benefits and costs of seeking and securing an appropriate UNESCO designation for the Kent Downs AONB particularly with regards to securing nature-based tourism and benefit to local communities and economies. This work will focus on Global Geopark status for the entire Kent Downs AONB, but also consider Biosphere reserve status and World Heritage Site Status for the Strait of Dover. This work will include considering the options for a transfrontier designation working with our partners in the Parc Natural Regional des Cap et Marais D'Opale.
- You will develop a pathway to application for appropriate UNESCO status for the Kent Downs AONB.
- An important part of your work in seeking UNESCO status will be to involve and engage national and local stakeholders, this might range from academic institutions, UNESCO organisations, local councils, civil society and interested individuals and volunteers who could become ambassadors for the project.
- The USAC project is particularly focused on developing the sustainable tourism potential from UNESCO designation and your role will include pursuing this through supporting the development of marketing strategies, supporting the creation of innovative sustainable tourism products and generating new business. You will be supported in this work by the Kent Downs AONB EXPERIENCE team – a specialist team of 5 sustainable tourism experts supported through another Interreg Channel project; you will work in partnership with Visit Kent which is acknowledged as one of the UK's most effective Destination Management Organisations.
- To promote the globally unique value identified for UNESCO designation you will commission arts-based partner organisations to develop a festival which will engage people, promote the unique heritage and help develop the visitor economy potential in interesting, innovative and exciting ways.
- You will be specifically responsible for delivering the target outputs agreed by the Kent Downs AONB Unit as part of the USAC project (which can be made available if required).
- You will be responsible for providing reports and records for the Kent Downs AONB USAC work, you will be supported by the Kent Downs AONB Unit Finance Manager and the Kent County Council External Finance team as well as the very experienced Lead Partner (Parc Naturel Regional D'Amorique) in this element of your work.
- You will support the USAC team at key functions, including external events and exhibitions. and representing the Kent Downs AONB Unit at USAC meetings in France and the UK.
- This role will also promote the USAC project and actions during local, national or international events (AONB annual conference, International Conference on Geoparks, World Congress on Biosphere Reserves etc.) and networking with other UNESCO sites.

- 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 as well as other funding partners in particular the Interreg V France Channel England Programme.
- Any other duties that may be identified by the Kent Downs AONB Unit Director to support the delivery of the aims and objectives of the Kent Downs AONB Unit.

The work of the USAC project will be conducted in English.

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.

# Kent County Council

## Person Specification:

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.

	<b>CRITERIA</b>
<b>QUALIFICATIONS</b>	Educated to RFQ level 6 (Bachelor's degree) in relevant field e.g., landscape, geology or geography, historic, natural and cultural heritage management, sustainable development, community engagement, communications. Or suitable levels of relevant experience
<b>EXPERIENCE</b>	<p>Experience in research and engagement in landscape, natural and cultural heritage and its conservation</p> <p>Experience in engaging and enthusing partners and communities</p> <p>Experience of promoting or supporting the promotion of your work through a number of channels to wide audiences</p> <p>Track record of good working relationships with private and public sector organisations, and general partnership building</p> <p>Delivery orientated and ability to prioritise workload and meet tight deadlines</p> <p>Experience of project management reporting your work against targets, you will be responsible for reporting and summarising our activity for each Interreg claim (every 6 months)</p> <p>Experience of project and budget management</p>
<b>SKILLS AND ABILITIES</b>	<p>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</p> <p>Ability to prioritise and deliver realistic and achievable goals</p> <p>Ability to work on own initiative and take responsibility for decisions relating to own work</p> <p>An ability to research and understand options – in this case in choosing an appropriate route to UNESCO designation</p> <p>Strong partnership working with an ability to engage and enthuse at all levels and with diverse audiences</p>

	<p>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</p> <p>Excellent communicator willing to work in an integrated way to achieve beyond immediate programme responsibilities</p> <p>Innovation and adaptability – looking for opportunities and alternative solutions to problems</p> <p>Due to the outward facing nature of this role fluency in English is essential</p>
<b>KNOWLEDGE</b>	<p>Evidence of continuing professional development and high level of knowledge in relevant professional areas</p> <p>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</p> <p>Excellent project management knowledge and skills</p> <p>Excellent communication and engagement knowledge and skills</p> <p>Excellent interpersonal knowledge and skills with the ability to build strong working relationships and communicate clearly and accurately to a variety of audiences</p> <p>Good IT skills with evidence of working with the MS Office suite of programs</p>
<b>BEHAVIOURS AND KENT VALUES</b>	<p><b>Kent Values:</b></p> <p><b>Open</b></p> <p><b>Invite Contribution and Challenge</b></p> <p><b>Accountable</b></p> <p>Everything we do should be guided by our values. They set out who we are as people, what we stand for and how we act. Our values have been reviewed and improved in the light of the Covid-19 experience.</p> <p>These are the values that we demonstrate ourselves, see around us and collectively and individually strive for:</p> <ul style="list-style-type: none"> <li>• We are brave. We do the right thing, we accept and offer challenge</li> <li>• We are curious to innovate and improve</li> </ul>

	<ul style="list-style-type: none"><li>• We are compassionate, understanding and respectful to all</li><li>• We are strong together by sharing knowledge</li><li>• We are all responsible for the difference we make</li></ul> <p>Our cultural attributes</p> <p>What does it feel like to work here and what culture do we need around us to deliver our values? We have identified a set of cultural attributes that will enable us to accelerate out of this crisis with a renewed focus on inclusion and diversity and enable high performance. These cultural attributes are aspirational – they do not describe our current culture and we will need to be intentional about how we develop our culture over time:</p> <ul style="list-style-type: none"><li>• Compassionate &amp; inclusive</li><li>• Working together – building and delivering for the best interests of KCC</li><li>• Externally focused – residents, families and communities at the heart of decision making</li><li>• Flexible/agile – willing to take (calculated) risks</li><li>• Empowering – our people take accountability for their decisions and actions</li><li>• Curious – constantly learning and evolving</li></ul>
--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------