

Kent County Council

Job Description: *Communication & Engagement Officer – Farming in Protected Landscapes Project*

Directorate:	Growth, Environment and Transport
Unit/Section:	Kent Country Parks
Grade:	KR7
Responsible to:	Visitor Services and Events Manager

Purpose of the Job:

To develop and deliver the public events and education outcomes associated with the Farming in Protected Landscapes (FiPL) Project within Kent Country Parks. To work with partners, including the Kent Downs AONB Unit to promote the work of the project and facilities within the parks.

Main duties and responsibilities:

- Design and develop a programme of public events and activities that deliver the aims of the FiPL project working with the other teams within the Country Parks Service, the Kent Downs AONB team and other partners.
- Develop and commission education packs in partnership with AONB.
- Develop and deliver of a programme of outreach events and free educational visits, working with new trails and infrastructure delivered at part of this project.
- Promote the new trails and new infrastructure using social media, digital channels and partner organisations.
- Promote the Changing Spaces toilet facilities with partner organisations and deliver activities planned for disabled and additional needs visitors.
- Record and monitor activity against the outcomes defined in the FiPL Project.
- Be responsible for the forecasting, expenditure and monitoring of agreed budgets for associated work including reporting on anomalies or changes in financial priorities.
- Carry out any other duties that are within the scope and grading of the post to deliver the FiPL outcomes as defined in the Country Parks bid.
- Some weekend working is 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.

Kent County Council

Job Description: *Visitor Services and Events Officer*

Directorate:	Growth, Environment and Transport
Unit/Section:	Kent Country Parks
Grade:	KR7
Responsible to:	Visitor Services and Events Manager

Purpose of the Job:

To provide an enjoyable experience for all visitors to the parks, ensuring the smooth running of all visitor services functions including retail, events, team building, venue hire, birthday parties and customer interaction.

To provide day to day duty manager cover to ensure that excellent standards of customer service are maintained and responses to issues or problems are provided in a calm and professional manner.

Main duties and responsibilities:

- Duty manage the site-based visitor services, catering and warden teams as needed ensuring that customer service is consistently excellent, and that visitor services delivery is effective and meets customer expectations. This post will involve routinely working at weekends and bank holidays.
- Support the delivery of an annual events programme ensuring customer experience is balanced with profitability and ensuring good attendance and positive feedback are obtained.
- Provide a first class, professional venue hire, birthday party and team building service for all customers ensuring that their needs are understood and delivered on the day and that all booking and delivery processes are consistently met and agreed. Seek and act upon customer feedback to improve these services for the future.
- Duty manage the site in-house catering facility ensuring that customer service is excellent, and that catering and food hygiene systems are working effectively. At extremely busy times, there may be a requirement to step in and assist with delivery.
- Deal with any building maintenance issues required, including reporting issues to the relevant parties, managing contractors on site and supervising in-house cleaner/caretakers. Ensure that maintenance issues that are not resolved are escalated and monitored until a resolution is reached.
- Work closely with other staff in your area to ensure a balanced, team approach to customer experience is delivered. This will include contributing to developing other new and innovative projects and services aimed at generating income whilst enhancing the countryside visitor experience based on customer feedback and understanding.
- Gaining an understanding of visitor needs and motivations and taking a lead role in electronic communications with customers for the site including website content, social media and marketing. Contribute to the marketing plan for the site ensuring that all products and services are promoted and communicated using the most appropriate methods as directed.
- Be responsible for the accurate accounting of all income generated on site, including its banking and ensure that all financial controls are adhered to including those for payments

for invoices, purchase card transactions, management of stock and where applicable petty cash.

- Develop and maintain strong relationships with the local community and take a lead role in developing new volunteer opportunities to support the visitor services delivery at the site.
- Plan and prepare relevant visitor information that provides the required level of communication and enhances the visitor experience, ensuring that all information is up-to-date and produced in accordance with agreed branding and equal opportunities guidelines.

Footnote: These job descriptions are 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:

Communication and Engagement Officer (Farming in Protected Landscapes Project) And Visitor Services and Events Officer

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.

Qualifications	Educated to A level in relevant discipline e.g. communications and engagement or equivalent experience in industry. Holds, or is willing to train for, first aid certification
Experience	Experience of working in a lead role in a similar leisure-focused and public-facing environment Experience in planning and delivering environmental themed events and talks to a range of audience Experience in delivering environmental education Proven experience in identifying, co-ordinating and implementing multiple projects concurrently. Experience in supervising staff, ideally in a leisure, catering or retail setting Experience of corporate financial management such as banking, invoice payments or pay roll.
Skills and Abilities	Excellent customer service skills and proven delivery of these in a public setting Excellent communication skills, ability to produce web content, written material, deliver social media content and deliver training as well as speak in public confidently Excellent “people” skills - able to get on well with and enthuse people from a wide variety of backgrounds Ability to develop and deliver public events and educational activities. Well organised and able to manage many complex and competing projects and activities at once. Excellent computing skills, particularly in use of Microsoft Office, web-based communication systems and social media

	Ability to handle cash accurately and account for cash/credit card sales.
Knowledge	<p>Knowledge and an understanding of Country Park's, their customers and the service they provide.</p> <p>Knowledge and an understanding of the significance of the Kent Downs AONB and the setting of the Parks in the Kent Downs AONB landscape</p> <p>Understanding delivery of public events and educational activities, including application of the national curriculum.</p> <p>Understanding of marketing and engagement tools as well as an understanding of the need to reach new and diverse audiences</p>
Behaviours and Kent Values	<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>