

## Kent County Council

### Job Description: *Outreach and Engagement 'Geoanimator'*

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<b>Directorate:</b>	Growth, Environment & Transport
<b>Unit/Section:</b>	Kent Downs AONB Unit
<b>Grade:</b>	KR9
<b>Responsible to:</b>	USAC Project Officer

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

UNESCO Sites Across the Channel (USAC) is a unique project and exciting programme of work primarily 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 is working with a wide variety of partners, individuals, organisations and businesses to develop, research and understand the benefits of securing UNESCO 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.

The Kent Downs AONB & our USAC Partner, Parc Naturel Regional des Caps et Marais d'Opale, have jointly identified UNESCO Global Geopark status as the most appropriate designation and have established the Cross-Channel Geopark.

You will focus on engaging diverse audiences in the Geopark programme, through working with a wide range of stakeholders, including: schools, partner organisations, our scientific committee, and community groups. You will direct these audiences towards new and existing geopark events, activities and resources, some of which you will develop and deliver. You will also support the Kent Downs AONB Communications Manager to ensure effective communications around the USAC / Cross-Channel Geopark project.

USAC will develop and promote new tourism products based on the natural and cultural characteristics of the area through events, publications, communication campaigns and a local festival delivered by an arts-based partner organisation in Sep/Oct 2022. Part of your role will be to support the Project Officer in this work.

You will work closely with colleagues in a highly skilled, multi-disciplinary team across the USAC partnership (the Parc Naturel Regional des Caps et Marais d'Opale in particular) 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 may involve some travel in the project pilot regions which are Brittany and the Pas-de-Calais in France and the Isle of Wight in the UK.

## **Main duties and responsibilities:**

The project has identified Cross-Channel UNESCO Global Geopark status as the most appropriate designation for the Kent Downs AONB to pursue, in partnership with the Parc Naturel Regional des Caps et Marais d'Opale. You will engage diverse audiences in the project and develop these audiences understanding of and involvement in the Geopark.

You will develop and deliver a programme of engaging events and activities that animate the Kent side of the Cross Channel Geopark and involve diverse audiences both in person and digitally - as part of this you will work closely with the Kent Downs AONB team to capitalise on communications opportunities and partner and tourism business engagement.

- You will develop and deliver schools (and other education institutions) geo-education sessions and facilitate their engagement with the project through dissemination of geo-educational resources, helping to organise field trips with partner organisations and promoting geo-related family activities.
- An important part of your work will be to support the work of the Kent Downs AONB Communications Manager in all communications work relating to the Geopark programme. This will include creating and sharing social media content, developing the Geopark element of the Kent Downs website and ensuring it is kept up-to-date, and producing other communications material as required.
- A key deliverable of the project is an arts-led festival to be delivered in Sep/Oct 2022 by an arts partner organisation. This festival is a landmark moment for engagement with the Geopark project. You will liaise with and support the arts partner as they work to deliver the festival, particularly in ensuring complementarity in communications.
- The USAC project is particularly focused on developing the sustainable tourism potential from UNESCO designation. Your role will include some support of the Project Officer in pursuing sustainable development through supporting the development of marketing strategies, the creation of innovative sustainable tourism products and generating new business. The Geopark project is 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, who you will work with when required to ensure complementarity between the work of the USAC & EXP projects.
- 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 his/her main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

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
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>• Educated to RFQ level 6 (Bachelor's degree) in relevant field e.g. landscape, geology or geography, sustainable development, community engagement, communications. Or suitable levels of relevant experience.</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Experience in engaging and enthusing a diverse range of communities.</li> <li>• Experience in working directly with schools and/or other education institutions.</li> <li>• Track record of good working relationships with community groups, schools, and public and private sector organisations.</li> <li>• Delivery orientated and ability to prioritise workload and meet tight deadlines</li> <li>• Experience of promoting or supporting the promotion of your work through a number of channels to wide audiences</li> <li>• Experience of developing content for a range of channels, including social media, newsletters, and websites.</li> </ul>
<b>SKILLS AND ABILITIES</b>	<ul style="list-style-type: none"> <li>• Excellent ability to engage and enthuse at all levels and with diverse audiences</li> <li>• 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</li> <li>• Ability to prioritise and deliver realistic and achievable goals</li> <li>• Ability to work on own initiative and take responsibility for decisions relating to own work</li> <li>• Excellent written and verbal communication and presentation skills. Kent Downs AONB office use Microsoft Office 365</li> <li>• Ability to develop content to engage audiences on digital channels eg social media, website, newsletters</li> <li>• Excellent communicator willing to work in an integrated way to achieve beyond immediate programme responsibilities</li> <li>• Innovation and adaptability – looking for opportunities and alternative solutions to problems</li> </ul>

	<ul style="list-style-type: none"> <li>• Due to the outward facing nature of this role fluency in English is essential</li> </ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• Excellent communication knowledge, with evidence of working effectively across social media platforms and websites</li> <li>• Knowledge of ensuring communication activities and events programmes involve diverse audiences and are inclusive</li> <li>• Good knowledge of schools curriculum and how it relates to earth science and the Geopark project</li> <li>• Excellent interpersonal knowledge and skills with the ability to build strong working relationships and communicate clearly and accurately to a variety of audiences</li> <li>• Good IT skills with evidence of working with the MS Office suite of programs</li> </ul>
<b>BEHAVIOURS AND KENT VALUES</b>	<p><b>Kent Values:</b></p> <p>Open, Invite Contribution and Challenge Accountable</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>• <b>We are brave. We do the right thing, we accept and offer challenge</b></li> <li>• <b>We are curious to innovate and improve</b></li> <li>• <b>We are compassionate, understanding and respectful to all</b></li> <li>• <b>We are strong together by sharing knowledge</b></li> <li>• <b>We are all responsible for the difference we make</b></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> </ul>

	• Curious – constantly learning and evolving
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