

Job Title	Visitor Engagement Officer
Grade	7

Our Vision

An innovative, ambitious and sustainable county, where everyone has the opportunity to prosper, be healthy and happy.

Our Outcomes

We want everyone in Staffordshire to:

- Have access to more good jobs and share the benefit of economic growth
- Live in thriving and sustainable communities
- Be healthier and more independent for longer

Our Values

Our People Strategy sets out what we all need to do to make Staffordshire County Council a great place to work, where people are supported to develop, flourish and contribute to our ambitious plans. Our values are at the heart of the Strategy to ensure that the focus is on what is important to the organisation and the people it serves:

- Ambitious – We are ambitious for our communities and the people of Staffordshire
- Courageous – We recognise our challenges and are prepared to make courageous decisions
- Empowering – We empower and support our people by giving them the opportunity to do their jobs well.

About the Service

Based in the Economy, Infrastructure & Skills Directorate, Environment & Countryside is responsible for the management and development of Staffordshire County Council's country parks and green spaces, 4500km of statutory public rights of way and the associated definitive map, the provision of high-quality environmental advice across SCC functions and externally, the

conservation of Staffordshire's natural and historic environment and the management of environmental data and spatial information. The service hosts the Cannock Chase National Landscape Partnership and is leading the development of the Local Nature Recovery Strategy for Staffordshire and Stoke. It is also involved with other strategic environmental partnerships across the county.

About the Role

Visitor Engagement Officers work within the Cannock Chase and Country Parks teams, managing the day-to-day operation of visitor centres and facilities to deliver a positive visitor experience and raise awareness and understanding of the special features of the sites. This includes supporting the development and improvement of site facilities, managing events and activities, premise, financial and staff / volunteer management.

This post is designated as a casual car user.

Reporting Relationships

Responsible to: Country Parks Manager / Cannock Chase Site Manager

Responsible for: Visitor Engagement Assistant / Chasewater Maintenance Officer (Chasewater only) / Volunteers

Key Accountabilities:

1. Directed by the Country Parks Manager / Cannock Chase Site Manager, manage the day-to-day operation of the Chasewater Innovation Centre / Cannock Chase Visitor Centre and input to other visitor centres and facilities across the countryside estate.
2. Manage bookings, events and activities at the centres and support the coordination and management of safe and appropriate events on the wider site/s.
3. Support and input to the development of new facilities on sites in terms of operational requirements.
4. The line management, development and appraisal of visitor centre staff.

5. Working in partnership with the volunteer coordinator, develop, train and manage volunteer involvement to support the operation of the centres and visitor engagement activities.
6. Build and maintain effective working relationships with partners, stakeholders and tenants on the sites as appropriate.
7. Directed by the Country Parks Manager / Cannock Chase Site Manager, undertake checks and inspections to ensure the safe and compliant management of premises and address any issues through appropriate colleagues.
8. Work with countryside officers, other staff and partners to raise awareness of the special features and qualities of the sites and the need for responsible access, and ensure information is communicated to the public in accessible and engaging ways.
9. Directed by the Country Parks Manager / Cannock Chase Site Manager and Development Manager, support the development and operation of commercial and community activity at the sites including day to day liaison with lease and licence holders.
10. Manage the general and financial administration for the centres including cash handling following appropriate procedures, financial recording and tracking/forecasting.
11. Delivery of car parking procedures including administration of car parking permits.
12. Led by the Country Parks Manager, organise and manage the successful delivery of on-site events and activities.
13. Any other duties that may be required commensurate with the nature and grade of the post.

Other Information

The countryside service operates seven days a week, 365 days a year; you will be required to work 5 days per week with two (generally consecutive) rest days; your work pattern may vary according to business needs.

Standard hours of work are 37 hours per week worked in five days. The post holder may be required to work on Saturdays, Sundays and public holidays. Some evening work may also be necessary at certain times of

the year. Rest days in mid-week are currently allowed in lieu. The post holder will be paid at plain time rate in addition to normal pay for hours worked on Bank Holidays, extra statutory or concessionary holidays granted by the County Council.

The service operates across Staffordshire and the post holder may be required to work at any site in the county according to business need. The postholder will be required to undertake emergency duties out of normal working hours as necessary.

This post is subject to DBS.

Professional Accountabilities:

The post holder is required to contribute to the achievement of the Council objectives through:

Financial Management

Personal accountability for delivering services efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service.

People Management

Engaging with People Management policies and processes

Equalities

Ensuring that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

Climate Change

Delivering energy conservation practices in line with the Council's climate change strategy.

Health and Safety

Ensuring a work environment that protects people's health and safety and that promotes welfare, and which is in accordance with the Council's Health & Safety policy.










Safeguarding

Commitment to safeguarding and promoting the welfare of vulnerable groups.

The content of this Job Description and Person Specification will be reviewed on a regular basis.

Person Specification

A = Assessed at Application
I = Assessed at Interview
T = Assessed through Test

Minimum Criteria for Disability Confident Scheme *	Criteria	Measured by
	<p>Qualifications/Professional membership</p> <ul style="list-style-type: none"> Four GCSEs or equivalent including English and Maths 	<p>A/I</p>
    	<p>Knowledge and Experience</p> <ul style="list-style-type: none"> Experience of visitor engagement and managing visitor / conference facilities Experience of organising and running public events Experience of producing visitor information and interpretation Experience of managing staff and/or volunteers Experience of health and safety procedures including risk assessment and safe premise management Experience of basic financial management, sales and cash handling Knowledge and experience of using general IT packages Data management experience 	<p>A/I</p> <p>A/I</p> <p>A/I/T</p> <p>A/I</p> <p>A/I/T</p> <p>A/I</p> <p>A/I</p> <p>A/I</p>
  	<p>Skills</p> <ul style="list-style-type: none"> Effective interpersonal skills and ability to engage visitors Effective verbal and written communication skills with numeracy, literacy and interpretive skills Ability to plan work and meet deadlines with an organised and flexible approach Team working and the ability to lead and motivate. Ability to access places that may be away from the public transport network <p>This post is designated as a casual car user</p>	<p>A/I</p> <p>A/I/T</p> <p>A/I</p> <p>A/I</p> <p>A/I</p>



If a disabled person meets the criteria indicated by the Disability Confident scheme symbol and provides evidence of this on their application form, they will be guaranteed an interview.

We are proud to display the Disability Confidence Symbol, which is a recognition given by Job centre plus to employers who agree to meet specific requirements regarding the recruitment, employment, retention, and career development of disabled people.

If you need a copy of this information in large print, braille, another language on cassette or disc, please ask us by contacting
Talent & Resourcing Team 01785 278300