

## ROLE DESCRIPTION

<b>Role description:</b>	Communications Officer	
<b>Role profile family:</b>	Organisational Support	
<b>Role profile number and grade:</b>	OS08-1374	Grade H
<b>Number of posts:</b>	1	
<b>Service/Team:</b>	Environment Services – Cranborne Chase National Landscape	
<b>Reports to:</b>	Director, Cranborne Chase National Landscape	

### Job Family overview

#### Organisational support job family overview:

Delivery of services to support the Council and its partners in longer term; corporate compliance, contracting, planning, performance, policy and strategy.

- Focus on the business and service infrastructure of the Council and its partners to ensure effective management and proper compliance
- Advice and services rendered will generally be accepted as authoritative and recommended practice
- Specialist area and/or management knowledge
- Understanding area concepts and plans
- Defining implications of external influences and trends
- Shaping of Council responses including service plans/strategies & policies
- Definition & management of strategic planning processes
- Monitoring and reporting of performance

### Service / function Context

The overall responsibilities of the service/function are:

The Cranborne Chase National Landscape (formerly Area of Outstanding Natural Beauty (AONB)) is recognised as one of the UK's finest landscapes, designated by national government under the National Parks and Access to the Countryside Act 1949, and subsequently reinforced by the Countryside and Rights of Way Act 2000. The statutory protected landscape designation reflects its national importance, and it is also recognised internationally as an IUCN Category V Protected Area. In landscape and planning terms a National Landscape (NL) is equivalent in status to a National Park.

The legislation requires Local Authorities to set out, either singly or in partnership, their policies for achieving the purposes of NL designation, namely conserving and enhancing natural beauty. The

Local Authorities comprising Cranborne Chase NL work together across the whole of the NL rather than just handling their particular part in isolation.

The Partnership Board is an alliance of 14 organisations and individuals including Government agencies and the five local authorities in the area. It has established the NL Team which works on behalf of the Cranborne Chase National Landscape Partnership to produce, review and lead implementation of the statutory five-year Management Plan, as required by s.87 of the *Countryside and Rights of Way (CRoW) Act 2000*.

The Team is hosted by Wiltshire Council on behalf of the NL Partnership Board.

In addition to partnership working with the 5 Local Authorities, the Team works closely with a very wide range of organisations and individuals at local, county, regional and national levels to co-ordinate the production of the Management Plan and the delivery of its objectives and policies. Central to this is guiding and advising local authority partners, along with other 'relevant bodies', on fulfilment of their statutory duty to have regard for NL purposes under s.85 of the CRoW Act 2000.

All team members require a high degree of maturity and ability to operate with minimal supervision, exercising their judgment and discretion in the fulfilment of their duties. Each needs to be capable of working on their own initiative whilst being acutely aware, and have good understanding, of the remit of others in the team, as much of the NLs work is interdisciplinary in nature. Flexibility, steering, influencing and communication skills are crucial to the effective functioning of the Partnership, encouraging participation and promoting good practice in this nationally protected area.

The team is led by the Director, supported by a Landscape and Planning Advisor, Nature Recovery Officer, Dark Skies Advisor, Communications Officer, Team Support Officer. There will also be Project Officers and other related staff join the team for different periods to undertake specific project delivery roles.

Overall management of the post holder is by the Director; however, at the Director's discretion day-to-day guidance and supervision may be given to another member of the Team.

The post holder is required to work with, and coordinate activities of, a wide range of external organisations and individuals within and beyond the NL Partnership, as well as within the Team and the host authority, as follows:

- The Cranborne Chase National Landscape Partnership Board. This comprises an independent Chairman, Natural England, various members representing community and special interest groups, and senior elected members and officers of the nine partner local authorities as follows:
  - Wiltshire Council;
  - Dorset Council;
  - Hampshire County Council;
  - Somerset Council
  - New Forest District Council
- The Steering Group for the Cranborne Chase National Landscape. This comprises officer representatives from the five Local Authorities and Natural England
- External bodies regarding partnership projects, e.g. Wessex Water, County Wildlife Trusts, Natural England, sister National Landscapes (etc.).

- The National Landscapes Association (NLA),
- Parish and town councils, community groups and other local organisations.
- External suppliers, particularly specialist, professional, consultants.

## Job Purpose

Specific duties and responsibilities include:

- To lead on the NL team's communications strategy, including developing, reviewing and updating it as necessary and managing implementation.
- To be the principal communications contact for the Cranborne Chase NL Partnership, including answering or directing press and other media inquiries as appropriate.
- To establish, foster and develop relationships with a wide range of audiences, including local journalists, media outlets, community groups, NGOs, businesses, sponsors, volunteers, local authorities and others in order to celebrate successes, publicise projects, highlight issues and articulate the NL's views, including through press releases, tweets, letters etc. as appropriate.
- To advise and support the Director, the NL team, the NL Partnership Board, the Cranborne Chase Landscape Partnership Scheme and other partners as appropriate on matters relating to publicity, marketing, events and wider communications.
- To provide overall oversight, co-ordination and regular management of the NL web site in collaboration with appropriate other team members
- To lead on the drafting/revision, production and distribution of publications such as the annual review, e-bulletin and distributing NL publicity materials.
- To contribute to the NL's work on tourism, providing communication support to local tourism and other businesses as appropriate.
- To lead and manage the NL's general promotion of the landscape, nature recovery and climate change action to local communities and other groups using presentations or other materials as appropriate.
- To lead and manage NL's communications through social media (Facebook, Twitter, Instagram etc) as set out in the Communications Strategy and as appropriate.
- To secure and lead the NL's presence at NL, partners' and other events, shows and activities, both to raise the general profile of the NL and in support of specific projects.
- To lead, manage and/or advise on the design, production and display of materials to promote the NL, its aims and projects.
- To devise and distribute briefs and manage copy writers, designers, artists, photographers, printers, web designers, publishers and other contractors where necessary to deliver the NL teamwork programme.

- To assist in the organisation, marketing and running of the annual NL Forum.
- To advise and motivate NL partners on the effective promotion of NL aims and messages through their own activities.
- To contribute to both regional and national communications initiatives by representing the NL at the NLA Communications Group and other groupings as appropriate.
- To liaise with Wiltshire Council communications and other staff as appropriate.
- To undertake and deliver specific projects and events as agreed annually.
- To source external funding and other opportunities whenever possible, particularly where supportive of expanding community initiatives and improving the effectiveness of NL communications locally, regionally and nationally.
- To undertake any other duties as applicable to the grading and nature of the post as required by the Director.

Specific requirements for this post:

- The role may involve significant work outside normal office hours, including attendance on an irregular evening and occasional weekend presentations, meetings and events.
- The role entails some lone working, at the NL office, travelling and on site, sometimes in remote locations.

## Person Specification

Specific qualifications, knowledge, and skills required for this role:

### Essential

- Proven experience in communicating complex messages simply to a wide variety of audiences, including communities / the public and news media.
- Excellent written and spoken communication skills.
- Excellent IT skills, experienced and confident in using MS Outlook, Word, Excel, PowerPoint and web site content management software.
- Experience of using social media strategically as an organisational communications tool.
- HNC/NVQ 4 qualification or proven experience, preferably in an environment or communications/media-related field
- Strong organisational skills
- Proven ability to motivate and enthuse others.
- Enthusiasm for conserving and enhancing beautiful landscapes.
- Team player

- Friendly and approachable manners
- Attention to detail.
- Accurate proof reading
- Self-motivated
- Flexibility and adaptability to meet changing demands.
- Proven ability to use own initiative to spot and seize opportunities.
- Good level of numeracy
- Proven ability to manage projects and work closely with contractors to achieve desired outcomes on time and within budget.
- Diplomatic
- Political awareness
- Fluent in English

### Desirable

- Familiarity with using Adobe Photoshop, MS Publisher, Mailchimp
- Interest in and knowledge of some aspects of landscape conservation and enhancement (e.g., landscape management, environment, farming, nature conservation, heritage)
- Experience of desktop publishing
- Experience/skills in design of publications, displays, etc.
- Proven experience of contract management
- Experience and skills in organising news/photo opportunities.
- Experience of working with farmers, land managers, wildlife or heritage conservation groups, parishes, community groups and/or volunteers
- Photography skills
- Marketing skills and experience

### Career graded posts

This post does not form part of a career grade.

## Supporting information

<b>Driving classification</b>	
<p><b>Occasional driver</b> A valid UK driving licence is not required. Occasionally may need to travel to different locations in order to undertake the duties of the role.</p>	<input type="checkbox"/>
<p><b>Regular Driver</b> Must hold a valid UK driving licence and have access to either their own car or a pool car in order to undertake the duties of the role, unless other forms of transport are available and viable to perform the role, including public transport, or unless a reasonable adjustment has been agreed.</p>	<input checked="" type="checkbox"/>
<p><b>Required Driver</b> Must hold a valid UK driving licence and will drive a vehicle supplied by the Council in order to undertake the duties of the role.</p>	<input type="checkbox"/>
<p>Employees should refer to the Corporate Driving at Work policy for further information.</p>	

<b>Driving trigger points</b>			
<p>The trigger points set out below, regarding driving licence points and at-fault accidents, apply to all staff who drive on council business.</p>			
Trigger Points	Corrective Driver Training Course or further action	Additional corrective training if appropriate or further action	
Points on driving licence	6	9	
Trigger Points	Discussion and advice on expected driving standards	Corrective Driver Training Course or further action	Additional corrective training if appropriate or further action
At fault accidents within a two-year period (whether work or personal)	1	2	3
<p>Job applicants who drive must have 9 or less points on their driving licence and must have less than 4 at fault accidents within a two-year period. If they meet the trigger points, they will be subject to the actions outlined in the table above.</p>			
<p>If holding a valid licence, occasional drivers will need to declare penalty points and no-fault accidents as requested. Depending on the role, decisions as to whether this might either affect appointment or require corrective driver training, will be made case by case.</p>			

Political restriction	
This role is politically restricted. The job holder is not permitted to undertake political activity involving standing for election as a member of parliament, as an MEP, as a member of the Scottish or Welsh Parliaments, or as a local councillor. The job holder is furthermore not permitted to canvass on behalf of a political party or a person who is already, or who seeks to be, a candidate. In addition, they may not speak to the public or publish any written or artistic work that could give the impression they are advocating support for a political party	<input checked="" type="checkbox"/>
This role is not politically restricted	<input type="checkbox"/>

Professional fees and related occupational costs	
As part of this role, or to support professional development, the job holder is required to be a member of a professional body or association. The job holder is responsible for payment of all professional fees, memberships, registrations or subscriptions and no reimbursement or contribution towards these will be provided by the council	<input type="checkbox"/>
This role does not have any professional or occupational membership requirements	<input checked="" type="checkbox"/>

Clearances – Disclosure & Barring Service (DBS)	
This role will be engaged in ‘regulated activity’ providing specific services relating to children or vulnerable adults and is subject to a Disclosure from the Disclosure and Barring Service.	<input type="checkbox"/>
This role is exempt from the Rehabilitation of Offenders Act 1974 and will require an <b>Enhanced</b> DBS check before appointment can be confirmed.	<input type="checkbox"/>
This role is exempt from the Rehabilitation of Offenders Act 1974 and will require a <b>Standard</b> DBS check	<input type="checkbox"/>
This role is not subject to a Disclosure from the Disclosure and Barring Service in order to undertake the duties of the role.	<input checked="" type="checkbox"/>

<b>Clearances – Baseline Personnel Security Standard (BPSS)</b>	
This role requires access to the GCSX network and is subject to a BPSS check	<input type="checkbox"/>
This role is not subject to a BPSS check	<input checked="" type="checkbox"/>

<b>Clearances – Non-Police Personnel Vetting (NPPV)</b>	
<p>This role requires working in partnership with the police, and/or having access to Police related systems and is subject to a NPPV check at <b>level 2*</b>. (*regular access to police premises and police information, intelligence and financial or operational assets. Occasional access to those deemed 'secret').</p>	<input type="checkbox"/>
<p>This role requires working in partnership with the police, and/or having access to Police related systems and is subject to a NPPV check at <b>level 3*</b>(*regular unsupervised access to police premises and/or access to police information and/or information systems and/or hard copy material either on police premises or by remote access up to "secret" level. A level 3 includes a check on you, your spouse/partner, co-residents, and all family members).</p>	<input type="checkbox"/>
This role is not subject to a NPPV check	<input checked="" type="checkbox"/>

<b>Safeguarding</b>	
<p>For all roles within Children’s Services. Wiltshire Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and all staff are expected to share this commitment. You will be expected to report any concerns relating to the safeguarding of children, young people or vulnerable adults in accordance with agreed procedures. If your own conduct in relation to the safeguarding of children, young people or vulnerable adults gives cause for concern, the council’s agreed child protection/vulnerable adults protection procedures will be followed.</p>	<input type="checkbox"/>
<p>For all roles within Adult Social Services. Wiltshire Council is committed to safeguarding and promoting the welfare of vulnerable adults and all staff working for the council are expected to share a commitment to this. You will be expected to report any concerns relating to the possible abuse of a vulnerable adult in accordance with the agreed interagency safeguarding adults’ procedures. If your own conduct in relation to the safeguarding of vulnerable adults gives cause for concern, the council’s agreed interagency safeguarding adults’ procedures will be followed, alongside implementation of the council’s disciplinary procedure. The job holder is accountable for their safeguarding of vulnerable adult responsibilities to their line manager.</p>	<input type="checkbox"/>
<p>For all other roles within the council. Wiltshire Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and all staff are expected to share this commitment. You will be expected to report any concerns relating to the safeguarding of children, young people or vulnerable adults in accordance with agreed procedures. If your own conduct in relation to the safeguarding of children, young people or vulnerable adults gives cause for concern, the council’s agreed child protection/vulnerable adults protection procedures will be followed.</p>	<input checked="" type="checkbox"/>