(National Agreement)



### JOB DESCRIPTION

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**Post Title**: Cannock Chase SAC Visitor Engagement Officer –

2 year fixed term contract

**Scale**: Grade E

**Post No**:

**Service**: Economic Development and Planning – Forward Planning

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**Responsible to**: Cannock Chase SAC Project Officer

**Responsible for**: No line management responsibility

**Key Relationships**: SAC Partnership, owners and managers, neighbouring landowners, such as the Forestry Commission, local recreational interests and the AONB Partnership, individual competent authorities; Staffordshire County Council, stakeholders in the natural environment service & the general public

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| **Job Purpose**: The role of the Cannock Chase Visitor Engagement Officer is to support the Cannock Chase SAC Project Officer in the delivery of the SAMMM. The Partnership has developed an outline programme of mitigation (Strategic Access Management and Monitoring Measures (SAMMM)).  The role will primarily be awareness raising to inspire and engage visitors and local people about the SAC, with a focus on visitor engagement and management. The Officer will work with the Project Officer, to develop visitor management techniques for mitigation of recreational impacts on the SAC, and monitoring of the effectiveness of these measures., Work will include developing and implementing a variety of interpretation activities and experiences such as interpretation material development, guided walks and talks, and website administration    Some weekend and evening working is a requirement of this post. |

**Main Accountabilities:**

* Work with the Project Officer and Project Group to develop and implement a visitor engagement strategy.
* Raise awareness amongst visitors of the importance and sensitivity of the SAC.
* Work with visitors, recreational sectors such as dog-walkers, ramblers, horse-riders, cyclist, mountain-bike riders, runners and orienteers and educational users, including with the commercial sector, to manage activities to avoid impacts on the SAC.
* Develop and support partnerships with other organisations and community groups to enable shared objectives to be achieved.
* Plan, organise and deliver a broad range of exciting and innovative events, activities and programmes that deepen the interest and understanding of people visiting the SAC.
* Assist the Cannock Chase SAC Project Officer and partners to deliver actions identified within the SAMMM.
* Contribute to visitor monitoring.
* Develop strong links and active relationships with local community groups, businesses with interests in recreation on the SAC, and other key stakeholders.
* Work with website owners to develop a consistent and appropriate message for SAC visitors.
* Working with site owners and managers and neighbouring landowners, and in conjunction with other initiatives, research, develop and produce interpretative materials about the SAC using a range of media whilst ensuring that it is suitable for a variety of audiences.
* Monitor and review the effects of interpretative material, and the engagement programme – actively seek, listen and respond appropriately to feedback from the public and stakeholders.
* Act as an ambassador for the Cannock Chase SAC team and Partnership, promoting the team and Partnership to the wider audience through appropriate media.
* Liaise with the SAC landowners and management staff, neighbouring landowners and initiatives to achieve joined up delivery.
* Represent the Cannock Chase SAC Partnership at internal and external meetings where appropriate.
* The role may involve working with established volunteer groups.

**Professional Accountabilities**

* Additionally, the post holder is required to contribute to the achievement of the Council, its Department, HR and individual objectives through:

**Financial Management**

* Personally accountable for delivering services efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service area.

**People Management**

* Participation and contribution in the Personal Performance Review process.

**Equalities**

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

**Health and Safety**

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

**Safeguarding**

* To be committed to safe guarding and promoting the welfare of children and young people/vulnerable adults.

The content of this job description and person specification will be reviewed on an annual basis in line with the Department’s training and development review policy.

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| Any other duties commensurate with the grade of the post, subject to any reasonable adjustments under the Equality Act 2010. |
| Postholders must comply with the Council’s Equal Opportunities and Health and Safety Policies. |
| For postholders at Grade H or equivalent or above to develop, support and promote principles of sustainability both in service delivery and in the workplace. |
| For postholders equivalent to Grade H or equivalent or above to manage risks (strategic and/or operational) as identified in appropriate service plans and assigned within the PDR process. |
| For postholders in a public facing role, an ability to fulfil all spoken aspects of the role with confidence through the medium of English. |
| **Safeguarding and Prevention Duties**  The Council has a moral and legal obligation to ensure a duty of care for children and adults across its services and is committed to promoting a culture which safeguards, promotes wellbeing and protects children and adults at risk.  Employees are expecting to carry out their role and responsibilities with due regard to the safeguarding and protection of children and vulnerable adults, including preventing people from becoming drawn into terrorism. The Council is committed to ensuring that all employees are supported in respect of their safeguarding and prevent duties, including being able to access training and support appropriate to the position they hold. |

##### Special Conditions

(if applicable):

##### General

1 The above duties do not include or define all tasks which the postholder may be required to carry out.

2 To be responsible for health, safety and welfare of the staff under your control.

3 To regularly communicate with your staff on developments within the organisation and how this affects their role, and to encourage feedback and staff involvement.

4 To be responsible for the health, safety and welfare of yourself and employees you are working with.

5 To serve at any of the Council's places of employment in any post of a similar nature and responsibility, if required.

6 The above duties may involve having access to information of a confidential nature which may be covered by the Data Protection Act, be commercially sensitive or relate to client information. In such circumstances confidentiality must be maintained at all times.

7 Senior and Operational Managers are responsible for the identification, prioritisation and management of business risks relating to their service, in accordance with the Council’s Risk Management Strategy.

The Council reserves the right to vary the duties and responsibilities of staff under conditions prescribed in national agreements. Thus, it must be appreciated that the above duties may be altered as the future changing needs of the service may require.

**AGREED BY**

**POSTHOLDER: Signed**

**Dated**

**AGREED BY**

**LINE MANAGER: Signed**

**Dated**

**HEAD OF HUMAN RESOURCES: Signed**

**Dated**

**Background: Cannock Chase Special Area of Conservation**

Cannock Chase is an Area of Outstanding Natural Beauty (AONB), 1281 ha of which is designated as a Site of Special Scientific Interest with the majority of this being a Special Area of Conservation (SAC), and is designated principally for its heathland habitat. The majority of the SAC is a Country Park owned and managed by Staffordshire County Council, the other principal landowner in the locality being the Forestry Commission.

The population within relatively easy reach of Cannock Chase is particularly high with 2.7 million people within 30km. The Country Park is an important recreational asset and generates around 2 million visits per year. It is apparent, however, that the SAC is subject to high visitor pressure. Additional visits arising from the population of new developments is likely to have a significant effect on the SAC unless measures are taken to prevent harm. The main problems are fragmentation of habitat from a multiplicity of paths and tracks, track and path widening with erosion, compaction and trampling, and horse riders and cyclists going off the bridleways together with eutrophication from dog mess.

The principal impact of visitor pressure is leading to loss of the SAC dry heath vegetation to new paths, path expansion, associated erosion and eutrophication. The component of the SAC involved is the dwarf woody shrub community (e.g. heather and bilberry), rather than the extent of bare ground forming the paths and tracks. This means that visitors have an impact on a small proportion of a large habitat component of the site, rather than a large proportion of a more restricted feature. Current visitor use of the site is high.

In recognition of the scale and distribution of recreation impacts affecting the Cannock Chase SAC, the Cannock Chase SAC Partnership was formed and comprises Local Authorities and advisory bodies such as Natural England, the AONB team and the Forestry Commission.

The key objective of this Partnership is to secure appropriate mitigation for the impacts on the Cannock Chase SAC of Development Plan policies and proposals contained in individual planning applications. Developer contributions will contribute to projects to ensure the integrity of the Cannock Chase SAC is maintained and the requirements of the Habitats Regulations are met.