### VISITOR ENGAGEMENT OFFICER - EMPLOYEE SPECIFICATION

|  | **ESSENTIAL** | **DESIRABLE** | **ASSESSMENT METHOD**I =INTERVIEWT =TEST/ASSESSMENTQC = QUALIFICATION CERTIFICATEAF - APPLICATION FORM |
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| EDUCATION | Good general educationDegree level qualification or extensive experience in communication and interpretation related to the natural environment and / or recreation / visitor management  |  | I, QC, AFI, QC, AF |
| EXPERIENCE | Experience in countryside interpretation and access managementExperience in production of interpretative materialExperience of community engagementExperience of working with volunteersExperience of use of electronic media for interpretation and engagementExperience of managing and delivering innovative interpretation and public engagement activitiesExperience of working with a variety of sectors including recreational interests, community groups, volunteers and elected representativesWorking as part of a team and in partnership with other organisations. |  | AF, I, TAF, I, TAF,IAF,IAF,IAF, I, TAF, I, TAF,I |
| TRAINING | Willingness to undertake training as required  |  | AF,I |

| (Continued) … | **ESSENTIAL** | **DESIRABLE** | **ASSESSMENT METHOD**I =INTERVIEWT =TEST/ASSESSMENTQC = QUALIFICATION CERTIFICATEAF - APPLICATION FORM |
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| PARTICULAR SKILLS & ABILITIES  | Excellent written and verbal communication skills to enable effective communication with a range of internal and external customersCompetence in using, updating and managing websites and use of social mediaAn ability to enthuse, motivate and engage with a wide audience, think creatively and convert ideas into practical activitiesConfidence in dealing with visitors and interest groups in face to face situationsConflict resolution skillsSound time management skills and the ability to work accurately under pressure to deadlinesA resourceful nature with the ability to prioritise, plan, supervise and implement complex and challenging work plansHealth and safety management, including writing risk assessmentsExperience of working with Microsoft Word, Excel, Powerpoint, e-mail, website updating and an understanding of social mediaThe ability to converse at ease with members of the public and provide advice in accurate spoken English |  | AF, I, TAF,IAF,IAF,IAF,IAF,IAF, I, TAF,IAF, I, TAF,I |
| OTHER CRITERIA | Commitment to effective partnership working and possessing good interpersonal skillsWillingness to work flexibly including working outside of normal office hoursFull driving licence and access to a carAbility to use own initiative and to generate develop and implement new ideas and approaches to issues | A positive attitude to work and willingness to strive for personal and professional development | AF,IAF,IAF,IAF,I |