### VISITOR ENGAGEMENT OFFICER - EMPLOYEE SPECIFICATION

|  | **ESSENTIAL** | **DESIRABLE** | **ASSESSMENT METHOD**  I =INTERVIEW  T =TEST/ASSESSMENT  QC = QUALIFICATION CERTIFICATE  AF - APPLICATION FORM |
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| EDUCATION | Good general education  Degree level qualification or extensive experience in communication and interpretation related to the natural environment and / or recreation / visitor management |  | I, QC, AF  I, QC, AF |
| EXPERIENCE | Experience in countryside interpretation and access management  Experience in production of interpretative material  Experience of community engagement  Experience of working with volunteers  Experience of use of electronic media for interpretation and engagement  Experience of managing and delivering innovative interpretation and public engagement activities  Experience of working with a variety of sectors including recreational interests, community groups, volunteers and elected representatives  Working as part of a team and in partnership with other organisations. |  | AF, I, T  AF, I, T  AF,I  AF,I  AF,I  AF, I, T  AF, I, T  AF,I |
| TRAINING | Willingness to undertake training as required |  | AF,I |

| (Continued) … | **ESSENTIAL** | **DESIRABLE** | **ASSESSMENT METHOD**  I =INTERVIEW  T =TEST/ASSESSMENT  QC = QUALIFICATION CERTIFICATE  AF - 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 customers  Competence in using, updating and managing websites and use of social media  An ability to enthuse, motivate and engage with a wide audience, think creatively and convert ideas into practical activities  Confidence in dealing with visitors and interest groups in face to face situations  Conflict resolution skills  Sound time management skills and the ability to work accurately under pressure to deadlines  A resourceful nature with the ability to prioritise, plan, supervise and implement complex and challenging work plans  Health and safety management, including writing risk assessments  Experience of working with Microsoft Word, Excel, Powerpoint, e-mail, website updating and an understanding of social media  The ability to converse at ease with members of the public and provide advice in accurate spoken English |  | AF, I, T  AF,I  AF,I  AF,I  AF,I  AF,I  AF, I, T  AF,I  AF, I, T  AF,I |
| OTHER CRITERIA | Commitment to effective partnership working and possessing good interpersonal skills  Willingness to work flexibly including working outside of normal office hours  Full driving licence and access to a car  Ability 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,I  AF,I  AF,I  AF,I |