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| **Job Description** | |
| **Post title** | Tees-Swale Interpretation Officer |
| **JE Reference No** | N10738 |
| **Grade** | 10 |
| **Service** | Neighbourhoods & Climate Change |
| **Service Area** | Environment – North Pennines AONB Partnership |
| **Reporting to** | Tees-Swale Programme Manager |
| **Location** | Your normal place of work will be North Pennines AONB Partnership Office, Stanhope but you may be required to work at any Council workplace within County Durham. Regular travel throughout the North Pennines area will be required. |
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| **DBS** | This post **is not** subject to a disclosure. |
| **Flexitime** | This post **is** eligible for flexitime. |
| **Politically restricted** | This post **is not** designated as a politically restricted post in accordance with the requirements of Section 1(5) of the Local Government and Housing Act 1989 and by regulations made from time to time by the Secretary of State. |

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| **Description of role** |

This post will lead on the interpretation elements of the ‘Tees-Swale’ programme on behalf of the North Pennines AONB Partnership and the Yorkshire Dales National Park Authority. Interpretation is important to this programme as it will enable more people from a wider audience to understand the natural and cultural heritage of the area and create a connection to the environment. In enabling people to understand, they are more likely to care for the future of the uplands, both from inside and outside the project area.

Different methods of interpretation will be developed, which could include (but is not limited to): oral recordings with farmers to explore High Nature Value (HNV) agriculture; interpretation boards; interpretation materials at outdoor centres, such as banners, flyers and panels; films and digital media (such as websites and apps) highlighting the importance of the area for use online and at visitor centres; resources (such as leaflets and posters) and informal training for accommodation providers to showcase the natural and cultural heritage of the area; and virtual reality products that will allow the unseeable to be seen.

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| **Duties and responsibilities** |

* To deliver the Tees-Swale interpretation plan in Teesdale and Swaledale, whereby visitors to and residents of the programme area can interact with and learn about the natural and cultural heritage of the region
* To create and deliver a variety of informative interpretive material, events and activities, to help people understand and engage with the special qualities of the area
* To seek input from local communities (e.g. farmers, landowners, other rural residents) to co-develop interpretation material. This could include interviewing farmers about High Value Nature farming and using excerpts for oral history audio interpretation material, or speaking to landowners to learn about the cultural heritage of their land to create online interpretation content
* To develop innovative interpretive material to engage new audiences, such as flyers, banners, boards, digital works and other creative products
* To work in partnership with other organisations to co-create visitor interpretation material, such as panels, puzzles, games, information boards, image libraries, websites, video content, virtual reality, banners, apps and audio recordings. These interpretation materials will inform and engage visitors so that they can learn more about the Tees-Swale area and feel better connected to it
* To establish and maintain close links with project partners and groups
* To ensure appropriate expenditure on elements of the programme within your remit.
* To report, as required, to relevant bodies of the North Pennines AONB Partnership and the Yorkshire Dales NPA and their partner authorities on issues and action in the North Pennines AONB and the YDNP for which the postholder is taking the lead.
* To help to ensure that action undertaken within the AONB and National Park is consistent with and complementary to the purposes of designation / North Pennines UNESCO Geopark status.
* To undertake procurement and then supervise interpretation contractors as may be appointed to develop specific projects within the officer’s main areas of responsibility
* To undertake other duties as required, consistent with the responsibility level of the post, as directed by the Tees-Swale; naturally connected Programme Manager.

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| **Organisational responsibilities** |

* **Values and behaviours**

To demonstrate and be a role model for the council’s values and behaviours to promote and encourage positive behaviours, enhancing the quality and integrity of the services we provide.

* **Smarter working, transformation and design principles**

To seek new and innovative ideas to work smarter, irrespective of job role, and to be creative, innovative and empowered. Understand the operational impact of transformational change and service design principles to support new ways of working and to meet customer needs.

* **Communication**

To communicate effectively with our customers, managers, peers and partners and to work collaboratively to provide the best possible public service. Communication between teams, services and partner organisations is imperative in providing the best possible service to our public.

* **Health, Safety and Wellbeing**

To take responsibility for health, safety and wellbeing in accordance with the council’s Health and Safety policy and procedures.

* **Equality and diversity**

To promote a society that gives everyone an equal chance to learn, work and live, free from discrimination and prejudice and ensure our commitment is put into practice. All employees are responsible for eliminating unfair and unlawful discrimination in everything that they do.

* **Confidentiality**

To work in a way that does not divulge personal and/or confidential information and follow the council’s policies and procedures in relation to data protection and security of information.

* **Climate Change**

To contribute to our corporate responsibility in relation to climate change by considering and limiting the carbon impact of activities during the course of your work, wherever possible.

* **Performance management**

To promote a culture whereby performance management is ingrained and the highest of standards and performance are achieved by all. Contribute to the council’s Performance and Development Review processes to ensure continuous learning and improvement and to increase organisational performance.

* **Quality assurance (for applicable posts)**

To set, monitor and evaluate standards at individual, team and service level so that the highest standards of service are delivered and maintained. Use data, where appropriate, to enhance the quality of service provision and support decision making processes.

* **Management and leadership (for applicable posts)**

To provide vision and leadership to inspire and empower all employees so they can reach their full potential and contribute to the council’s values and behaviours. Managers and leaders must engage in personal development to ensure they are equipped to lead transformational change; always searching for better ways to do things differently to meet organisational changes and service priorities.

* **Financial management (for applicable posts)**

To manage a designated budget, ensuring that the service achieves value for money in all circumstances through the monitoring of expenditure and the early identification of any financial irregularity.

*The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by your manager.*

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| Person specification | | |
|  | Essential | Desirable |
| Qualifications | * Degree or equivalent, in an environmental, heritage, communications, marketing, arts, creative design or interpretation related subject   OR   * Significant experience of working in a similar interpretation/creative role | * Membership of a relevant Professional Body. |
| Experience | Significant experience of:   * Creative design * Developing and delivering interesting and innovative interpretative materials of the natural environment in a range of media, e.g. panels, flyers, websites, videos etc. * Successful working on multi-partner projects relating to interpretation of natural /heritage/environment * Working with a range of communities, carrying out community consultation and engagement to co-design interpretation material, such as collating oral histories of the public to allow them to tell their stories of the area * Project development and management, preferably in interpretation design and production * Budget management * IT software packages such as Excel and Word, as well as creative design software * Managing contractors and undertaking procurement/tendering processes | Experience of:   * Working with a broad range of people and organisations * The implementation, monitoring and evaluation of programmes of work for donors * Managing another member of staff * Working on Lottery-funded projects |
| Skills & Knowledge | * Creativity and extensive skills in producing impactful, well-designed interpretation materials in a range of media e.g. audio recordings, photography, graphic design, banners, etc. * Ability to communicate effectively both orally and in writing * Ability to develop partnerships and co-operation between teams, organisations and individuals to achieve collective goals effectively * Ability to form relationships and build trust with community groups inside and outside the project area * Ability to undertake work with community groups and, if required, to represent the AONB Partnership at public and other meetings * Be imaginative in ways to engage with local and non-local communities * Knowledge of nature conservation, natural heritage and rural issues | * Knowledge of the natural and cultural heritage of the North Pennines and the Yorkshire Dales * Knowledge of the needs of the communities and environment in the North Pennines and the Yorkshire Dales * Knowledge of High Nature Value farming |
| Personal Qualities | * Articulate, presentable, pleasant and capable of making a positive impact on the area and communities * Considerable tact and good negotiating skills * Ability to work using own initiative to generate ideas and to motivate others * An organised approach to work and a capability to work under pressure of deadlines and a heavy workload * Ability to develop ideas and present them persuasively * Self-confidence, reliability and self-reliance and the ability to work without close supervision * Ability to meet the transport requirements of the post * Willingness to work outside normal office hours on occasions * Travel is an essential requirement of the post. | * A personal commitment to and interest in the North Pennines and the Yorkshire Dales, and an interest in upland Protected Landscapes and their conservation |