

## COTSWOLDS CONSERVATION BOARD

### JOB DESCRIPTION

<b>Title:</b>	<b>Communications Officer</b>
<b>Grade:</b>	POA / POB
<b>Hours:</b>	Full time, 37 hours a week, normally Monday – Friday, but some evening and weekend work required
<b>Responsible to:</b>	Director
<b>Responsible for:</b>	Cotswolds Discovery Centre Manager / Café Manager Occasional student placement or intern
<b>Liaison with:</b>	<b>Within the Conservation Board:</b> Director and staff in the Conservation Board team Board Members Cotswold Voluntary Wardens  <b>Outside the Conservation Board:</b> Local Authority Officers and Members Tourism sector businesses Public transport sector businesses Government bodies and agencies; Defra, Natural England, Historic England Destination Management Organisations LEPs Health & Wellbeing Boards Lottery bodies Farmers, landowners and land managers Town and Parish Councils Other Conservation Boards, AONB and National Park staff Consultants General Public

#### **Main purposes of the post:**

- To increase awareness that the Cotswolds are designated an Area of Outstanding Natural Beauty (AONB);
- To increase the understanding and enjoyment by the public of the special qualities of the AONB;
- To foster widespread understanding and support for the aims and objectives of the Cotswolds Conservation Board.

**Background:**

The Cotswolds AONB, designated in 1966 and extended in 1990, is the largest AONB in the country and third only to the Lake District and Yorkshire Dales in size of all protected landscapes. It is administratively complex, with 15 constituent local authorities, all of which have some form of statutory planning function, and some of which have transport and tourism responsibilities. The size of the area and its administrative complexity led to the establishment of the Cotswolds Conservation Board in 2004. The Board has two statutory purposes:

- to conserve and enhance the natural beauty of the Area of Outstanding Natural Beauty (AONB); and
- to increase the understanding and enjoyment of the special qualities of the AONB.

In fulfilling these roles, the Board has a duty to seek to foster the economic and social well-being of local communities within the AONB.

It is an independent organisation comprising 37 Board members appointed by the Secretary of State, Local Authorities and Parish Councils. The Board's staff operate from offices in Northleach and the Board has an extensive voluntary warden network.

**Main activities:**

General communications:

1. Lead the development, implementation and review of the Communications Strategy for the Board and the delivery of associated elements of the Board's Business Plan;
2. Lead the development and management of the Board's website, online shop and social media e.g. Twitter, Facebook and LinkedIn accounts;
3. Foster good working relations with the press and media, identifying newsworthy stories and securing positive coverage across the media spectrum;
4. Responsible for the compilation, production and distribution of a wide range of information, promotional and interpretative material e.g.: YouTube quarterly video updates, quarterly eUpdates, bi annual Cotswold Lion Magazine, visitor map/guide and Annual Review;
5. Lead the development of the Board's house style and ensure a consistent approach across all communications and marketing materials.

Walking & Exploring Capital:

6. To lead the promotion of the Cotswolds as the Walking & Exploring Capital of England, with a series of interpretation, access and tourism projects under this overarching banner.

Cotswolds Discovery Centre, Northleach:

7. Oversee the day to day running and operation of the Cotswolds Discovery Centre; a central hub of interpretation and visitor information at the centre of the AONB.

Tourism:

8. Lead and promote the Board's Caring for the Cotswolds (Visitor Giving) programme, whereby local businesses are ambassadors for the programme and their customers or visitors donate funds to conservation and access projects;
9. Lead the Board's engagement with the Destination Management Organisations, in particular the Cotswolds DMO and the associated achievement of the Cotswolds Destination Management Plan.

Public transport:

10. Promote access and exploration of the Cotswolds by public transport ie lead the Explore the Cotswolds by Public Transport guide and Cotswolds Discoverer integrated rail and bus ticketing initiatives.

Sub Committee:

11. Advise and provide the secretariat for the Board's Enjoying and Appreciating Sub Committee.

General:

12. Promotion of new concepts and ideas in order to help stimulate new policy thinking and / or promote best practice on a range of subjects e.g: whether the Cotswolds AONB should become a National Park;
13. Appoint and manage consultants and contractors to undertake interpretative, promotional and communication work on behalf of the Board;
14. Provide specialist and technical advice to bodies and agencies undertaking information, interpretative and promotional projects about the AONB.

**Line management:**

Responsible for the Cotswolds Discovery Centre staffing

**Budgets:** Responsibility for an annual budget of around £65,000

**Conditions of service:**

- The Conditions of Service of the National Joint Council for Local Government Services.
- The Local Conditions of Service are contained in a Staff Handbook.
- This post is subject to two months' notice on either side.
- The normal working week is 37 hours per week, Monday to Friday. Flexible out of hours working in evenings and at weekends is required on occasions, for which there is time off in lieu.
- The postholder will be required to comply with the Board's Health and Safety policy.
- The operational base will be the Board's offices at Northleach, Gloucestershire.
- An essential car allowance is payable.

**Person specification** – see below

## Cotswolds Conservation Board

### Communications Officer Person Specification

Requirements	Essential/ Desirable	Method of Assessment
<b>Qualifications</b>		
• Relevant honours degree, diploma or equivalent	essential	application/certificates
• Relevant professional qualification	desirable	application/certificates
<b>Experience</b>		
• At least 5 years' experience in a related area	essential	application/interview
• Co-ordination and delivery of communication strategies	essential	application/interview
• Working effectively with a variety of press and media	essential	application/interview
• Management and development of websites and associated use of social media	essential	application/interview
• Working with writers, editors, designers and printers on a range of publications	essential	application/interview
• Appointment and management of consultants	essential	application/interview
• Establishment and operation of networks	essential	application/interview
• Delivery of sustainable tourism initiatives	desirable	application/interview
• Management and co-ordination of a visitor facility and interpretation projects	desirable	application/interview
• Delivering results through other organisations	desirable	application/interview
• Working with and supporting a committee	desirable	application/interview
<b>Skills</b>		
• Excellent written and oral communication skills	essential	application/interview
• Excellent IT skills, website management and use of social media	essential	application/interview
<b>Other</b>		
• Team player	essential	interview/references
• Self starter/self motivated	essential	interview/references
• Ability to prioritise and manage heavy workload and tight deadlines	essential	interview/references
• High levels of judgement, tact and initiative	essential	interview/references
• Car owner, access to a car for work	essential	application