

Job description

Job title: Jurassic Coast Information Officer

Grade: Dorset Council Grade 8

Job evaluation reference: ES458

Job family: Natural Environment

Purpose and impact

1. To lead on the provision and management of information about the Jurassic Coast World Heritage Site to visitors and local communities, and for businesses and volunteers involved in Site Management
2. To provide support for the work of the Jurassic Coast Team and Trust in the delivery of the Site Management Plan

Key responsibilities

3. To manage the existing Jurassic Coast website in liaison with the Jurassic Coast Team and Trust, as well as with businesses, contractors and other partners and to ensure that information on the website is up to date, consistent and relevant
4. To work with external website contractors to develop new modules for www.jurassiccoast.org as funding and priorities allow
5. To develop a social media plan and, in collaboration with the Jurassic Coast Trust and other Partners, implement a regular and consistent means of communication through Twitter, Facebook and the Jurassic Coast blog
6. To be responsible for compiling, editing and disseminating the quarterly on-line newsletter about the work of the Partnership; as well as to send out regular email updates to Friends of the Jurassic Coast
7. To be responsible for developing, updating and managing the supply, reprinting and distribution of the Jurassic Coast printed leaflet(s)
8. To be responsible for the management and monitoring of merchandise stock and storage
9. To be the key first point of contact with the general public and media (in liaison with the local authorities Communication Teams), dealing with requests for information and advice about visiting the coast, as well as fielding requests for interviews to appropriate team members or partners. With support from line manager, to attract positive media in the Site and assist with countering negative media.
10. To undertake quantitative and qualitative monthly monitoring in relation to the performance of the website, newsletter distribution, social media, blog, local and national media coverage, leaflet distribution, and any other appropriate performance measure
11. To work closely with other Team members and the JC Trust Trustees and Staff by providing support to initiatives working with Jurassic Coast Business Partners, Jurassic Coast Ambassadors, Volunteers and Friends
12. To work closely with the other Team members by providing support for meetings, events, and internal systems and environment
13. To play a key role in monitoring the quality of content about the Jurassic Coast with internal and external parties, whether through web, social media or print and to manage appropriate use of the brand and sub brands



14. To develop, co-ordinate and implement monitoring and evaluation of all activity
15. To assist, as required, in the implementation of other Jurassic Coast projects and work programmes covering conservation, education, interpretation, transport, arts and community development at the request of the line manager, or team leader or other partner where this relationship has been agreed
16. Any other lesser or comparable duties as required.

NB: The duties and responsibilities of this post are not restrictive, and the post holder may be required on occasion to undertake other duties. This will not substantially change the nature of the post.

Supervision and management

Reporting to: Jurassic Coast Visitor Manager

Responsibility for: The post has no supervision or management requirements

Other factors

17. Resources; laptop, mobile phone, exhibition material, books and other merchandise.
18. The post holder will be required to work on their own initiative and manage their time and tasks accordingly. Hours of work may vary depending on demand and through necessity the post may involve some travelling along the length of the Jurassic Coast. The post will be based in County Hall, Dorchester.
19. The post holder will be the first point of contact with the general public and media (local communication teams) and will work in collaboration with the Jurassic Coast Trust and other partners. Will also work with external website contractors to development next modules from the website.
20. The post holder must have the ability to fulfil the travel requirements of the post (see working environment).

Our values

Our values act as guiding principles, defining what we believe is important in the ways we work together. Our values are Respect, Together, Accountability, Openness and Curiosity. You will need to be able to demonstrate these values in action through the way you work, regardless of your role within the organisation. Information about our values can be found on our website.



Dorset
Council



Person specification

Your application will be assessed based on your demonstration of how you fulfil the following criteria: you should include clear examples of how you meet these criteria within your application form and during the assessment process.

Essential

Essential criteria are the minimum requirement for the above post and will be assessed through a combination of your application form, assessment, interview and references (as specified below). We will require evidence of the qualifications, training or registrations listed below.

Experience	Assessed through:
1. At least two years' working experience within a relevant remit	Application form Interview Assessment
2. Experience and/or capability of working with public-facing websites, including content management	Application form Interview Assessment
3. Proven experience of dealing with the media effectively and with positive outcomes	Application form Interview Assessment
4. Experience of working with multiple partners and an understanding of partnership working	Application form Interview Assessment
5. Experience of team working	Application form Interview Assessment
Knowledge	
6. Fully computer literate with sound demonstrable experience in particular with regard to website management and social media	Application form Interview Assessment
7. Good understanding of local community needs and importance of partnership working	Application form Interview Assessment
Skills and abilities	
8. Excellent verbal and written skills and ability to write clearly and concisely for different media, from formal reports to Twitter	Interview Assessment
9. Excellent interpersonal and customer service skills	Interview Assessment
10. Ability to organise and prioritise work to achieve deadlines, with multiple audiences and to multiple partners, sometimes with limited supervision	Interview Assessment
11. Good analytical skills and ability to demonstrate a logical and well-reasoned approach to decision making	Interview Assessment
12. The ability to undertake research, to collate, analyse, evaluate information and to contribute to the development of strategies	Interview Assessment
13. Able to present reports and advice and contribute positively at meetings at all levels including Members, Senior Officers and external organisations	Interview Assessment



14. Ability to show tact, diplomacy and sensitivity when dealing with partners, elected members and staff	Interview Assessment
15. The ability to use creativity and problem-solving to develop successful partnership projects	Interview Assessment
16. Ability to deal with pressure as and when it arises in a calm and confident manner	Interview Assessment
17. Organised and efficient and confident to undertake tasks under own initiative	Interview Assessment
18. Flexible and adaptable approach	Interview Assessment
Our values	
19. Respect	Interview Assessment
20. Together	Interview Assessment
21. Accountability	Interview Assessment
22. Openness	Interview Assessment
23. Curiosity	Interview Assessment
Other	
24. Able to deal with pressure as and when it arises in a calm and confident manner	Application form
25. Organised and efficient and confident to undertake tasks under own initiative	Application form

Desirable

Desirable criteria will be used in the event of multiple applicants meeting the minimum essential requirements and if applicable, will be assessed through a combination of your application form, assessment, interview and references (as specified below). If you meet the desirable criteria, we will require evidence of the qualifications, training or registrations listed below.

Qualifications, training or registrations	Assessed through:
26. Two plus A levels, at least one in relevant discipline	Application form
Experience	
27. Understanding and commitment to principles of sustainability to benefit the environment, community industry and visitors	Application form
28. Understanding of, and a commitment to, continuous service improvement.	Application form
Knowledge	
29. Knowledge of Jurassic Coast World Heritage Site and World Heritage Sites in general	Application form Interview Assessment
30. Knowledge of; external funding sources, bid writing and report writing	Application form Interview Assessment



Skills and abilities	
31. Advanced familiarity of other IT systems including word, PowerPoint, Access & graphics software	Interview Assessment
32. Awareness of health and safety responsibilities	Interview Assessment
33. Good visual sense of design and layout	Interview Assessment
34. Strong networking skills	Interview Assessment
35. Understanding of, and commitment to, continuous service improvement	Interview Assessment

Approval

Manager's job title: Sally King
Date: July 2014

