

**CARADON DISTRICT COUNCIL  
TAMAR VALLEY AONB  
TAMAR MINING HERITAGE PROJECT**

**Job Title:** Interpretation and Communication Manager  
**Grade:** Spinal point 36 to 40, starting salary £28,221  
**Contract length:** October 2010  
**Hours:** 37 (Some irregular or unsocial hours may be necessary)  
**Responsible to:** Tamar Valley Manager

**DIRECT SUPERVISORY:**

**Responsibility for:** Management of Communication, Interpretation and Education staff, contractors, consultants and volunteers.

**IMPORTANT FUNCTIONAL RELATIONSHIPS:**

**Internal:** Other AONB and project staff, members of Partnerships and Management Board, consultants, contractors.

**External:** AONB and project beneficiaries, Private sector, Local Authority Officers and Members (including Town and Parish Councils), contractors, members of the public.

**Main purpose of Job:** To manage and coordinate for the Tamar Valley AONB and Tamar Valley Mining Heritage Project, all internal and external communication, interpretation and education programmes and staffing.

**MAIN DUTIES AND RESPONSIBILITIES:**

**EXTERNAL COMMUNICATION & INVOLVEMENT**

1. Manage and direct external communication to the range of key audiences within the Tamar Valley and beyond, by completion and implementation of a Communications Strategy.
2. Ensure meaningful consultation and liaison with the community, local organisations and businesses, and encourage their appropriate involvement in our work.
3. Direct marketing efforts and information to ensure that local residents and visitors remain aware of the Tamar Valley and its Projects and the benefits they bring.
4. Deal with the media interest arising from the project and to act as spokesperson for the project if necessary.
5. To have the lead role in developing the Tamar Valley brand and identity.
6. To oversee and coordinate all Tamar Valley publications and website including the further development of the main recreational and tourism literature.
7. To ensure that the Tamar Valley is represented within the community planning frameworks such as the local strategic partnerships and market and coastal towns initiatives.
8. To work with the South West Protected Landscape Forum, Tamar Estuaries Consultative Forum, Cornish and West Devon Mining Landscape World Heritage Site, Dartmoor National

Park Authority and other neighboring AONBs and local authorities to coordinate communication.

## **STRATEGY & PARTNERSHIP**

9. To take the lead role within the service in organising The Project Partnership and Management Board and its various advisory and liaison groups. Provide progress reports and ensure effective co-ordination between all its levels.
10. Ensure that project progress is reported and monitored and coordinate the production of the Annual Report.
11. Further the development of the Tamar Trust and take a key role in its establishment and management.
12. To initiate and coordinate regular liaison meetings with local authorities.
13. To deal with the consultation and monitoring mechanisms in developing reviewing, preparing and publishing the Tamar Valley vision and Management Plan.
14. To be the lead team member for communication, audience development, interpretation and education core strategy

## **INTERNAL COMMUNICATION, PLANNING AND MANAGEMENT**

15. To develop and programme the implementation of work programmes identified in the Tamar Valley AONB and Mining Heritage Project Business Plans and associated documents and have responsibility for their strategic and daily co-ordination.
16. In conjunction with other project staff and the employers agent, to prepare briefs, review tenders, appoint and supervise the work of contractors and consultants on the project.
17. To lead, direct, motivate, co-ordinate and manage communication, interpretation and education programmes and staff.
18. To lead, direct, motivate, co-ordinate and manage external consultants.
19. To be responsible for the financial management of communication budgets, and prepare reports for funding partners in conjunction with the project accountants and WDBC.
20. To have budgetary responsibility for the main up to £150,000 per annum, shared or individual accountability for spending decisions and responsibility for monitoring budgets.

## **GENERAL RESPONSIBILITIES**

21. To develop appropriate practical responses to the opportunities identified above.
22. To demonstrate good practice in the integration of social, economic and environmental objectives in the development of the project. Ensure sustainability principles run through all AONB actions.
23. To investigate, recommend and develop opportunities for the project area beyond the 3 year lifetime of the action plans and projects.
24. To be aware of and adhere to applicable rules, regulations, legislation and procedures e.g. Equal Opportunities Policy, codes of conduct, national legislation (Health and Safety, Data Protection).
25. To maintain confidentiality of information acquired in the course of undertaking duties for the project.
26. To be responsible for your own continuing self-development, undertaking training as required

27. To undertake other duties appropriate to the grading of the post as required.

This document whilst outlining the duties, which it is anticipated, will be undertaken by the postholder indicates mainly the level of responsibility. It is not a comprehensive or exhaustive list and the duties may be varied from time to time.

The AONB has an ongoing commitment to the development of its staff, to facilitate this, staff will be encouraged to update their skills and competencies as and when required.

Caradon District Council is committed to providing access, aids, adaptations and alternatives wherever possible and reasonable to enable disabled people to fulfil the criteria for, and undertake the duties of its jobs.

Signed:

(Postholder) \_\_\_\_\_ Date: \_\_\_\_\_

(Tamar Valley Manager) \_\_\_\_\_ Date: \_\_\_\_\_

(CDC Director) \_\_\_\_\_ Date: \_\_\_\_\_

## Person Specification

|                           |   |
|---------------------------|---|
| <b>Department</b>         | <b>Tamar Valley AONB</b>                        |
| <b>Project</b>            | <b>Tamar Mining Heritage Project</b>            |
| <b>Post Title</b>         | <b>Interpretation and Communication Manager</b> |
| <b>Post No. (JEQ Ref)</b> |   |
| <b>Grade</b>              | <b>5 to 6</b>                                   |
| <b>Responsible to</b>     | <b>Tamar Valley Manager</b>                     |

| <b>Factor</b>  | <b>Essential/<br/>Desirable</b> | <b>How assessed</b>       |
|--|---------------------------------|---------------------------|
| <b>Qualifications and Training</b>   |                                 |                           |
| Educated to degree level in relevant subject or proven equivalent experience   | E                               | Application               |
| Other relevant training courses to the post responsibilities.  | D                               | Application/<br>Interview |
| <b>Experience and Knowledge</b>  |                                 |                           |
| 6 years work experience in relevant work area to include community work.   | E                               | Application/<br>Interview |
| Some direct experience in community and partnership work.  | D                               | Application/<br>Interview |
| Environmental awareness and knowledge  | D                               | Application/<br>Interview |
| Experience of staff and resource management  | E                               | Application/<br>Interview |
| Financial management and monitoring skills   | D                               | Application/<br>Interview |
| <b>Skills and Abilities</b>  |                                 |                           |
| As a front person for the Project must be able to act as a strong advocate, pass on positive messages as well as dealing with confrontational situations occasionally. | E                               | Application/<br>Interview |
| Ability to lead and motivate people from all walks of life.  | E                               | Application/<br>Interview |

|   |   |                           |
|---|---|---------------------------|
| A flexible approach and the ability to work under pressure and switch between tasks as necessary      | E | Application/<br>Interview |
| Excellent communication and interpersonal skills, including the ability to undertake public speaking. | E | Application/<br>Interview |
| Excellent team working skills   | E | Application/<br>Interview |
| High standard of literacy and numeracy  | E | Application/<br>Interview |
| Time management skills for scheduling own workload and that of others                                 | D | Application/<br>Interview |
| <b>Special working conditions</b>   |   |                           |
| Willingness to make own travel arrangements in order to undertake the duties of the post              | E | Application/<br>Interview |
| Must be happy to work outside and undertake active work in the countryside.                           | D | Application/<br>Interview |
| <b>Personal Attributes</b>  |   |                           |
| Flexible and adaptable in range of work undertaken  | E | Application/<br>Interview |
| Able to work on own initiative  | E | Application/<br>Interview |
| A willingness to undertake training and development opportunities relevant to the work of the Service | E | Application/<br>Interview |