

Job Title	Senior Country Parks Officer & Country Parks Officer
Job Family	Visitor Economy and Business
Service Area	Service Delivery
Band	Senior Country Parks Officer Band 4 Country Parks Officer Band 2
Job Reference	

Reporting to:	Responsible for :
Country Parks Visitor Services Manager	n/a

Team Purpose

The Visitor Economy and Business teams have a clear focus on attracting customers, visitors and small/medium sized businesses to the Borough with a range of recreational, artistic and business services and activities across a number of venues and sites including Theatres, Country Parks and Wessex House. The teams will develop the visitor and customer experiences together with community engagement across the venues ensuring they are welcoming, professional, efficient and accessible to all visitors. The teams will generate income as well as promote artistic, enjoyable and sustainable environments and activities, and facilitate business opportunities and growth.

Role Purpose

As part of the Country Parks team ensure all Country Parks visitors are engaged with the full range of activities on offer by the provision of a diverse range of events and services and events. Provide excellent customer service which results in the County Park being recommended as place of leisure to be visited. Provide information, advice and assistance to visitors, and assist with education and interpretation activities for school and other relevant community groups.

Senior Officer

Will be responsible for supporting the Country Parks Visitor Services Manager in the day to day supervision of the Country Park Officers, ensuring work is carried out to a high standard, employees are fully trained and supporting with recruitment and rota management.

Key Accountabilities

Country Parks Officer

- Provide information, advice and assistance to visitors in person and via telephone and email.
- Act as duty manager on weekends and Bank Holidays on a rota to cover both Lakeside and Itchen Valley Country Parks
- Provide first response support to visitors as required, including first aid.
- Ensure visitors observe Country Parks policies, laws and byelaws
- Assist with events and educational activities as required
- Practically manage all aspects of conference bookings at Lakeside Country park; including room set up, provision of refreshments and administration of bookings

- Administrate various facility bookings systems for both parks and support with invoicing activities as required.
- Work in the visitor centre/information desk to assist with cover at peak times
- Record enquiries from the public, provide information/solve problems in line with established policy/practice, or refer to other relevant staff for advice or resolution.
- Ensure the security of all Council property and stock.
- Keep appropriate records relating to all aspects of work in line with policies, systems and procedures
- Identify problems or issues relating to management of sites and report to the relevant authority

Senior Country Parks Officer

As above and;

- Oversee the Country Parks officers – support, development, daily deployment and, assist with recruitment.
- Train, induct and mentor new staff in Country Park Service processes, procedures, and regulations.
- Create and maintain rota for country park officers.
- Lead on the creation and delivery of outdoor environmental education sessions at both parks.
- Lead on the development of educational and recreational trails
- Oversee the administration of the booking and invoicing for events, facilities and conferences at both parks
- Oversee the administration of the IVCP Bridle route.
- Ensure daily task check sheets are maintained by Country Park Officers
- Be the main point of contact to ensure facilities are kept in good working order, liaising with EBC and external providers as required.
- Respond promptly and positively to enquiries, requests for service and complaints from user groups, Councillors and members of the public
- Undertake Risk, COSHH and Manual Handling assessments if and as required and ensure good health and safety practice is followed, monitored and reviewed regularly.
- Plan and lead a variety of events to generate interest in the parks and increase income.

Key Objectives

Working with customers	Interacting and responding to internal and external customers through multiple channels. Able to identify and develop opportunities for improving the customer journey. Championing own ideas for improving the service/process, increasing customer self-service.
Effective and efficient management of resources	Ensure all resources within the service are managed and utilised as efficiently as possible.
Working towards the Corporate Plan	Developing strategy that delivers the objectives of the Corporate Plan enabling and commissioning, reviewing and monitoring progress.
Knowledge of services	Excellent understanding of Country Park services and visitor experience as well as good knowledge of other council services
Using systems effectively	Highly developed skills in delivery systems and processes.

Specific Tasks	
Case Management skills	Understand and support the case management approach across the council. Ability to quickly assess customer needs and provide appropriate solutions and support the team in doing so.
Team work and working with others	Work collaboratively across the Council to provide a seamless service to customers, collaborating on strategy and corporate projects. Support the leadership and management of the team and manage behaviours and ways of working to promote communication and empowerment within the team and in the way the team works with others Support the development of the team's skill levels to support multi skilling and knowledge transfer.
Enquiries, reports and service requests	Ensure advice and input is provided where required. Supporting the management of relationships with key stakeholders and partners. Prepare and present reports to Council Management Team and Cabinet portfolio holders and attend/provide specialist advice at other internal or external meetings if required.
Processing and administration	Supporting the management of budgets. Access and accurately update all relevant information systems, ensure data is up to date and the Council is compliant in statutory requirements.
Ability to support corporate projects	Deliver key corporate objectives through effective programme management, policies, service and financial planning.
Strategy and policy	Contributing to the development and management of Council policies including responding to emerging legislation, best practice and guidance ensuring continuous development and improvement in services. Contributing to strategy, performance and quality control and service/financial planning for specialist areas as required.
Performance	Ensuring that the Council's policies in the specialist area are adhered to across the Council by all teams. Supporting the leadership, development and management the team's performance and quality control KPIs to ensure service delivery targets are met within budget. Promote an organisational culture that empowers and motivates staff and achieves good communication, positive employee relations and effective employee development. Provide staff with positive leadership, guidance, coaching, direction and motivation that harnesses the strengths and talents of individuals, achieves their maximum contribution to the organisation and promotes their personal development.
Qualifications	

Good level of education or relevant experience
NVQ or similar in related field (desirable)

Senior Officer

As above and

Team Leader/Supervisor qualification or equivalent relevant experience.

Knowledge, Skills and Experience

- Experience in a customer facing role.
- Experience of working in country parks and visitor attractions.
- Good knowledge of wildlife, plants and the natural environment.

Specialist Knowledge

Signed (Job Holder):		Date:
Signed (Service Lead):		Date:

Behaviours Framework

Central to the delivery of the role are the Council's values and behaviours and all employees are expected to work within the Council's Core Behaviours Framework. These are shared by all employees and applied to everything we do. The points for each behaviour are shown below:

Generic Staff Behaviours	Definition
Adaptability & Flexibility	Respond positively to change and adapt own behaviour or work practices when there is a change in the work environment.
Customer Service	Demonstrating an understanding that customers and customer satisfaction are the foundations of the organisations success.
Communication	The ability to communicate well through a variety of communication methods.
Personal Improvement (own learning & development)	The ability to see where personal improvements can be made, and the willingness to undertake development opportunities to achieve them.
Taking Responsibility and Achieving Results	The ability and willingness to focus on achieving individual and organisational goals.
Working with Others	The willingness to act as part of a team and work towards achieving organisational goals and outcomes.

All employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility. All employees are required to be flexible to undertake out of hours work as required, meetings outside office hours will be routine and officers will be expected to attend. This job description will be supplemented and further defined by annual objectives which will be developed in conjunction with the post holder.

This job description will be subject to review and the Council reserves the right to amend or add to the details.

Key Policies

We are an equal opportunities employer and therefore all staff are expected to comply with our equality policies and help create a work environment in which everyone is treated with dignity, respect, courtesy and fairness. You are also expected to fully comply with Health and Safety Policies and procedures in force to help maintain and develop a safe working environment. In pursuing a practice of continuous improvement and seeking to obtain best value in all aspects of the service, staff will be expected to assist in other such duties as may be allocated for the benefit of the organisation and their own personal development. Staff will be expected to assist if the council has to deal with the results of a civil emergency.