



INFORMATION FOR CANDIDATES

Communications Officer

Grade 9: £26,470 - £28,221 per annum

Permanent Contract 37 hours per week

CONTENTS

1. Return details
 2. Brecon Beacons National Park Overview
 3. The Staff
 4. Job Description
 5. Person Specification
 6. Guidance notes for appointees
-

CLOSING DATE: 12th December 2018

INTERVIEW DATE: 20th December 2018

COMPLETED APPLICATION FORMS SHOULD BE RETURNED TO:

(CONFIDENTIAL)

HUMAN RESOURCES DEPARTMENT
BRECON BEACONS NATIONAL PARK AUTHORITY
PLAS Y FFYNNON
CAMBRIAN WAY
BRECON
LD3 7HP

Thank you for your interest in the post of **Communications Officer** in the **Countryside & Land Management Directorate**

Applications must be received by **11.00 a.m.** on the morning of **12th December 2018** . Unfortunately late applications will not be considered.

Would candidates please note that it is not the practice of the National Park Authority to acknowledge applications, nor to inform candidates of the outcome of their applications. Please assume that if you receive no further communication, your application has been unsuccessful.

If you have a disability please indicate this to us in a covering letter. Should you meet the essential criteria and be called to interview, please let us know of any special requirements needed.

Please note that all application forms and supporting information will be securely retained for six months and we may contact you should a suitable vacancy arise. After six months all application forms and supporting information will be destroyed. Should you object to your information being retained, please could you let us know and we will destroy your application form after the outcome of the recruitment process.

Where candidates are invited to interview, it is the Policy of the Authority to contact referees at that stage. Please could you identify any problems this may cause on your application form under the relevant section.

Please note that when completing your application form you must be able to demonstrate how you meet the essential criteria set out in the person specification relevant to this post. You should also demonstrate how you meet the desirable criteria set out in the person specification, but do not be deterred from applying if you do not meet all of the desirable criteria.

BRECON BEACONS NATIONAL PARK AUTHORITY

Background

National Parks were designated in order to protect beautiful areas for the benefit of the nation. They came about as a result of the 1949 National Parks and Access to the Countryside Act, which put a legislative framework in place for the establishment of National Parks in England and Wales.

The first two National Parks were designated in 1951 and in 1957 the Brecon Beacons National Park was designated covering an area of some 520 square miles (1346 sq. kilometres). Until 1995 the Brecon Beacons National Park Authority was a joint committee of the then local County Councils until the Environment Act of that year laid down legislation to establish National Park Authorities as independent, special purpose Local Authorities.

What do National Parks do?

National Parks have two purposes: Firstly to conserve and enhance the natural and cultural environment of the park, and secondly to promote awareness and understanding and enjoyment of its special qualities. These special qualities have been described as:

- the landscape and natural beauty
- the peace and tranquility
- opportunities for walking and access to open countryside
- open spaces and qualities of remoteness
- traditionally managed farm land and
- wildlife

In so doing the National Parks also have a duty to foster the social and economic well being of the communities within the Park.

In delivering on their purposes and duty there are five key functions of National Park Authorities. These are to:

1. act as Local Planning Authority
2. act as relevant Authority for access to open countryside under the CROW Act
3. facilitate environmental programmes
4. provide public information, interpretation and education services
5. deliver the sustainable development fund on behalf of the Welsh Assembly Government.

The Brecon Beacons National Park Authority

The National Park Authority consists of 24 members, 16 nominated by the seven Local Authorities in the area and the other eight nominated by the Minister for Environment, Sustainability & Housing of the Welsh Assembly Government. The Authority's total budget is £6.1 million of which £4.6 million is funded by the National Park Grant and Levy and £1.5 million from Income activities.

This split helps to ensure that the local and national interests are represented at National Park Authority level. There is a range of key committees responsible for managing the business of the Authority. In addition, working and advisory groups, both internal and external, have been established to help in the decision-making process. Some 110 full-time staff equivalents are employed in two Directorates – Countryside and Land Management & Planning, as well as the Chief Executive's Department – PR & Communications, Finance, IT, Legal, Democratic Services and HR. Staff and Members cover a wide range of activities and services and it is the key role of officers to provide advice and guidance to Members of the Authority to help them make decisions and set the vision and strategies for the Authority.

The Authority's key strategic document is the National Park Management Plan, which sets our aims, strategic objectives and Priorities for Action for the Authority (see <http://www.breconbeacons.org/the-authority/planning/strategy-and-policy/nmp>). In addition to this, we have an approved Unitary Development Plan (see <http://www.breconbeacons.org/the-authority/planning/strategy-and-policy/udp>) which provides the framework for future development within the National Park and are developing the Local Development Plan (see <http://www.breconbeacons.org/the-authority/planning/strategy-and-policy/deposit-local-development-plan/useful-deposit-information>). The Authority is also developing its State of the Park Report, which will summarise the changing status of environmental, social and cultural assets in the Park. With delegated responsibility for Rights of Way maintenance and management we are implementing the Authority's Rights of Way Improvement Plan.

National Parks in England and Wales are Category V protected landscapes as defined by the World Conservation Union (IUCN). This recognises the involvement of people in shaping the landscapes. Like all National Parks in England and Wales, agriculture is very influential in how the landscape is managed. A viable, profitable, broadminded and innovative farming sector, working in close collaboration with the Park's communities, local businesses and public and voluntary bodies is fundamental to the landscape's future management. Flexibility and adaptability will be important qualities to address the challenges of climate change, energy descent pathways and demographic and social changes ahead.

RECON BEACONS NATIONAL PARK AUTHORITY

Job Description

Post Designation:	Communications Officer (Media and PR)
Date Effective From:	1st June 2017
Grade:	Grade 9
Responsible to:	Public Engagement Manager
Responsible for:	Communications Assistant(s)

Job Purpose:

To co-ordinate, generate and deliver the National Park Authority's press and media relations. This includes media liaison, press releases, press conferences and statements, arrangement of interviews and media access. To work with other members of the Public Engagement Team to positively promote the Authority and 'Tell the National Park Story'.

Main Duties

1. To provide advice, guidance and deliver effective media and public relations for the Authority.
2. To proactively generate press and media through the selection of the best media (press releases/statements/social media), ensure take up of such efforts through identification of target audiences and focused delivery.
3. Respond to all press and media enquiries. Work to develop relationships with local and National media contacts. Maintain and utilize a database of press and media contacts.
4. Plan for and deliver an effective (media) crisis management plan.
5. To deliver Authority events/V.I.P. visits, including launches, seminars, presence at shows, and Welsh Government events.
6. To maintain a close working relationship with all Directorates/Sections within the Authority to identify and deliver opportunities to support the media/partners in telling the National Park story.
7. To assist with the co-ordination and delivery of training for staff and volunteers in media relations and activities.
8. To work with Authority partners to support the delivery of effective destination media. For example (but not limited to) the Sustainable Development Team and Sustainable Destination Partnership.

9. Researching, writing and developing (digital) content with National Park teams to enhance the effectiveness of the Authority website(s).
10. To act as first point of contact for all enquiries relating to filming in the National Park. To maximise film making and other media opportunities within the National Park.
11. Work with the Public Engagement Manager on developing, supporting and delivering UK National Parks' projects.
12. To work as the Communications Officer on specific projects (as planned for) to aid officers/partners in delivering communications and engagement actions. Provide support during grant application preparation for such projects.
13. Support the Management Team in developing positive relationships with partners and policy makers.
14. Work closely with the Welsh Language Officer to ensure the Authority delivers it's Welsh language requirements.
15. Any other duty, appropriate to the grade and nature of the post, as required by Chief Executive Officer.

BRECON BEACONS NATIONAL PARK AUTHORITY

Communications Officer (Media and PR)

Person Specification

<u>Essential Criteria</u>	<u>Method of Assessment</u>
Relevant degree and/or 3 years of experience.	Application form & interview
Proven experience of advising Officers on P.R. related issues at all levels of the Organisation.	Application form & interview
Excellent communication / interpersonal Skills, including proven public speaking skills	Application form & interview
Proven experience of working with the media and press	Application form & interview
Proven experience of delivering public relations for an organization at all levels	Application form & interview
Experience of writing and editing materials for the public domain	Application form & interview
Experience of delivering content for digital platforms (websites/social media)	Application form & interview
Excellent time management skills to enable management of work to tight timelines	Application form & interview
Good management skills and the ability to lead and work effectively in a small team	Application form & interview
Experience of working on projects, and with partners	Application form & interview
Driving licence	Sight of licence

Desirable Criteria**Method of Assessment**

Appreciation of National Park purposes, protected landscapes and environmental issues

Application form & interview

Experience of working with committee's and/ or Boards.

Application form & interview

Ability to communicate (spoken and written) in Welsh or willingness to learn

Application form & interview

NOTES FOR GUIDANCE FOR PERSONS TAKING UP AN APPOINTMENT WITH THE BRECON BEACONS NATIONAL PARK AUTHORITY AS

Communications Officer

Salary

The salary range is from £26,470- £28,221 per annum.

Period of employment

Permanent Contract

Working hours

37 hours per week.

Salary is paid monthly (last day of month) into bank/building society account.

Annual leave entitlement

21 days per annum, plus 8 public holidays and 2 extra statutory days. Leave entitlement rises annually to 25 days per annum after 5 years service.

If you transfer from the service of an outside Authority to the Brecon Beacons National Park Authority, you are able to bring with you your accrued leave entitlement (accrued due to length of service) up to a maximum of 25 days.

Pension

The pension scheme in place is a standard Local Government one; the employee contributes 5.5% (up to £14,100) which rises to 5.8% (£14,101) of their contractual hours worked and the employer currently contributes 22%.

Location

The position will be based in the National Park Headquarters in Brecon.