

INFORMATION FOR CANDIDATES

**Public Affairs Manager**

**Grade 11 £ 36,922 - £38,889**

**Permanent Contract**

**37 hours per week**

Shape

CONTENTS

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

Shape

**CLOSING DATE: 22 February 20201**

**INTERVIEW DATE: 24 February 2021**

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 **Public Affairs Manager.**

Applications must be received by **11.00 a.m.** on the morning of **22nd February 2021.** 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.

We would be grateful if you could state in your application form if you wish to conduct your interview and assessment in Welsh or English.  Should you be successful to the interview stage and wish to conduct your interview through the medium of Welsh we will provide a simultaneous translation service for the benefit of non-Welsh speaking members of the panel.

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 OVERVIEW**

# ***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 farmland 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 18 members, 12 nominated by the seven Local Authorities in the area and the other 6 nominated by the Minister for Environment, Sustainability & Housing of the Welsh Assembly Government.

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 (www.beacon-npa.gov.uk). In addition to this, we have an adopted Local Development Plan (www.beacons-npa.gov.uk) which provides the framework for future development within the National Park. 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.

**BRECON BEACONS NATIONAL PARK AUTHORITY**

**Job Description**

**Post Designation:**  **Public Affairs Manager**

**Date Effective From: September 11th, 2020**

**Grade: Grade 11**

**Responsible to: Head of Corporate Services**

**Responsible for: Welsh Language and Communications Staff**

**Role Purpose:**

The role is responsible for leading and overseeing the implementation of the Authority’s stakeholder engagement and communications strategies. The role will involve managing a small in-house team and multiple agency resources, as well as working in collaboration with project teams. The role will also work with the Head of Corporate Services to lead the corporate public affairs engagement strategy, and shape the Authority’s reputation as an organisation which is seeking to be at the forefront of work tackling climate change, biodiversity recovery, the development of sustainable rural communities, and the wellbeing of future generations.

**Role Accountabilities:**

1. Lead on the design, delivery and evaluation of the Authority’s communications strategy in

keeping with the Authority’s purposes and duty and key priorities.

1. Act as the subject lead, working with Members and the Corporate Leadership Team to ensure a clear public affairs *narrative*.
2. Work closely with Corporate Leadership Team to ensure the views of the Authority are effectively presented to Welsh Government, key stakeholders, partners and Members.
3. Inspire, influence, and support colleagues and partners to transform the work of the Authority, advising on best practice and championing innovative approaches.
4. Work with the Chair and Chief Executive to implement a public affairs programme to ensure that the National Park is championed at a regional and national level.
5. Working with the Chief Executive, to develop and maintain the Authority’s identity and advocacy work across all print, media and communications channels.
6. Understand and provide input into the Corporate Plan to identify stakeholder engagement opportunities and manage risks to reputation.
7. Work closely with colleagues to identify opportunities for engagement and communication, to ensure a coordinated and consistent approach to shaping our reputation through multi­channel campaign delivery building upon our position statements.
8. Use effective political monitoring to identify opportunities for engagement based on key issues and business objectives.
9. Accountable for the Authority’s relationship with external agencies and media.
10. Build relationships with key external stakeholders to support the Authority’s objectives.
11. Support the Corporate Leadership team in preparing evidence/policy papers for dissemination to partners, the planning of stakeholder meetings and events, drafting consultation responses, and policy positions.
12. Such other duties as are commensurate with the objectives and grade of the post, as directed from time to time by the Chief Executive.

**Dimensions**

**Financial Circa £50k revenue**

**Non financial Circa 2 FTE staff**

**PERSON SPECIFICATION**

|  |  |  |
| --- | --- | --- |
|  | **ESSENTIAL** | **DESIRABLE** |
| ***KNOWLEDGE*** |  |  |
| Knowledge of concepts, principles and practices gained through extensive experience and development in a specific field | √ |  |
| Excellent knowledge of current affairs, contemporary politics and the working of government at both local and national levels | √ |  |
| Knowledge of the issues facing National Park Authorities, local government, and the wider environment and how they impact the work of the Authority. |  | √ |
| In depth knowledge of local government operation, decision making and the planning process. |  | √ |
| ***QUALIFICATIONS*** |  |  |
| Educated to degree level or equivalent in a relevant discipline, or significant vocational experience showing development in a series of progressively more demanding relevant work/roles. | √ |  |
| Membership of appropriate professional body or evidence of continuing professional development (CPD). | √ |  |
| ***EXPERIENCE*** |  |  |
| Substantial experience of working in a communications, media relations, engagement or political environment. | √ |  |
| Experience of in handling media relations and leading multi-channel communication campaigns | √ |  |
| Experience of working in a policy role and/or a political environment |  | √ |
| Significant experience of communications planning in complex stakeholder environments | √ |  |
| Experience in procuring and managing communications/media projects. |  | √ |
| The ability to absorb and digest large volumes of complex information and act decisively | √ |  |
| Excellent knowledge of the Welsh policy context in relation to Designated Landscapes |  | √ |
| ***SKILLS*** |  |  |
| Ability to balance strategic leadership and direction with effective operational management | √ |  |
| Demonstrable experience in successfully recruiting, managing, coaching and developing staff. | √ |  |
| Excellent relationship management and networking skills, and the ability to foster joint working across team boundaries and with partners | √ |  |
| Excellent analytical thinker able to apply a significant degree of evaluative judgement and provide practical and creative solutions | √ |  |
| Political sensitivity with an ability to make progress in complex policy areas and a strong belief in the value of local democracy and accountability | √ |  |

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| --- | --- | --- |
| Proven oral and written communication and interpersonal skills with established negotiation and influencing skills and the ability to work collaboratively with internal and external. partners/professionals. | √ |  |
| Capable of dealing tactfully and diplomatically with local communities, community groups and business interests. | √ |  |
| Ability to manage a wide range of complex projects in parallel and simultaneously. | √ |  |
| Extensive and comprehensive knowledge in the use of IT systems and tools relevant to the role. Literate in the use of Microsoft Office software. | √ |  |
| Full driving licence. | √ |  |
| Good organisational skills and ability to work under pressure to tight deadlines. | √ |  |
| ***Welsh Language Requirements***  ***LEVEL 4 ADVANCED***  **LISTENING** -Usually follow most conversations or discussions, even on topics you’re not familiar with. Understand most TV and radio programmes for first language speakers, unless they’re speaking with a strong unfamiliar accent.  **SPEAKING** - Talk confidently with fluent speakers on familiar topics related to everyday life or work.  Express views, engage in discussion, and speak at length about general topics, e.g. in a meeting.  **READING**-Understand most correspondence, and scan through long texts to find details. Understand most newspaper articles and reports aimed at first language speakers, with the aid of a dictionary. Understand novels and other texts, provided they are not written in a very formal or very colloquial style. n a one-to-one situation.  **WRITING** - Write a short article, review or report on a variety of subjects of a general nature, or which are work-related. Write detailed and well-structured texts, which are appropriate for the reader. Respond accurately to most types of correspondence from colleagues or external contacts. | √ |  |
| **LEVEL 5 – PROFICIENT**  **LISTENING** - Easily follow all conversations and discussions between others, on all sorts of topics. Understand all kinds of spoken Welsh, including lectures or complex discussions.  **SPEAKING** -Express yourself fully and precisely, even when discussing complex issues. Adapt your language style according to the audience, e.g. when speaking in a formal context or talking to colleagues. Speak at length about a complex issue, presenting arguments, and leading the discussion.  **READING -** Read and understand nearly all written texts with ease, with only occasional reference to a dictionary.  Read long texts, e.g. reports, articles, to find relevant details and understand nearly all types of writing, e.g. formal or informal.  **WRITING** - Write extended texts, reports, articles, minutes or other types of writing in a style appropriate to the reader.  Write in formal or informal Welsh as necessary.  Write with a high degree of accuracy on a wide range of topics. |  | √ |
| Authentic Advocate who empowers others | √ |  |
| Committed to acting corporately and collaboratively – inside and outside the organisation | √ |  |
| Team player, ready to offer support and respond to ad hoc requests for help from colleagues | √ |  |
| Self Confident and personable communication style | √ |  |
| Flexible and independent working style | √ |  |
| A positive and pragmatic approach. | √ |  |
| Open to robust challenge & able to respond calmly and professionally | √ |  |
| Personal commitment to purposes and strategic priorities of BBNPA, and its core values and behaviours | √ |  |

**Welsh Language Requirement**

**Please note:** If you do not meet the Welsh language Requirements specified, then the Authority offers a variety of learning options and staff support to help you meet these requirements during your employment with us.

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

Public Affairs Manager

**Salary**

£36,922 - £38,889 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 pro rata, plus 8 public holidays and 2 extra statutory days. Leave entitlement rises annually to 25 days per annum pro rata 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 20.9 %.

**Location**

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

**Brecon Beacons National Park Authority**

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| --- | --- |
| **Privacy Statement:** | We process personal data relating to those we employ for employment purposes, to assist in the running of the authority and/or to enable individuals to be paid. The collection of this information will also be of benefit in:   * improving the management of workforce data * enabling development of a comprehensive picture of the workforce and how it is deployed * informing the development of recruitment and retention policies * allowing better financial modelling and planning * enabling monitoring of selected protected characteristics   The personal data includes identifiers such as name, date of birth, payroll (SAP) number, personal characteristics such as gender, disability and ethnic group, plus qualifications, performance and absence/occupational health information.  We will not share information about you with third parties without your consent unless the law allows or requires us to or we are required to share it to manage your employment contract with us. When we do share your data it will be via encrypted email software or password protected files. We are required to share some of your personal data with:   * HMRC * Outsourced HR and Payroll Services (currently with Cardiff City Council and Carmarthenshire County Council) * Powys County Council pensions who administer the Authority’s pension scheme * Local Government Audit and fraud detection teams   We store information relating to job applicants for 6 months and for employees for 7 years post-employment. Data is stored electronically on BBNPA servers. The employee records have access restrictions meaning only HR staff are able to view and process it. Physical records are stored in the HR office which is locked and within locked filing cabinets.  If you require more information about how we store and use your personal data or would like to request that your details be removed, please contact the HR Officer. |

**Data controller: Brecon Beacon National Park Authority, Plas Y FFynnon, Cambrian Way, Brecon, LD3 7HP**

**Contact: Elizabeth Lewis, HR Officer**

**Telephone: 01874 620426**

**Data protection officer: Sean O Connor**

As part of any recruitment process, the Authority collects and processes personal data relating to job applicants. The Authority is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

**What information does the Authority collect?**

The Authority collects a range of information about you. This includes: -

* your name, address and contact details, including email address and telephone number;
* details of your qualifications, skills, experience and employment history;
* information about your current level of remuneration;
* whether or not you have a disability for which the Authority needs to make reasonable adjustments during the recruitment process;
* information about your entitlement to work in the UK; and
* equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health, and religion or belief

The Authority collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment, including online tests.

The Authority will also collect personal data about you from third parties, such as references supplied by former employers and information from criminal records checks. The Authority will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

**Why does the Authority process personal data?**

The Authority needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, the Authority needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

The Authority has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Authority to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Authority may also need to process data from job applicants to respond to and defend against legal claims.

The Authority processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

Where the Authority processes other special categories of data, such as information about ethnic origin, sexual orientation, health or religion or belief, this is for equal opportunities monitoring purposes.

For some roles, the Authority is obliged to seek information about criminal convictions and offences. Where the Authority seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

The Authority will not use your data for any purpose other than the recruitment exercise for which you have applied.

**Who has access to data?**

Your information will be shared internally for the purposes of the recruitment exercise. This includes members of the HR and recruitment team, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is necessary for the performance of their roles.

The Authority will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment, or it is required to in law. If you are successful in your application subject to references Authority will then share your data with former employers to obtain references for you and, if the nature of the role requires it, the Disclosure and Barring Service to obtain necessary criminal records checks.

The Authority will not transfer your data outside the European Economic Area.

**How does the Authority protect data?**

The Authority takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties.

**For how long does the Authority keep data?**

If your application for employment is unsuccessful, the Authority will hold your data on file for **six months** after the end of the relevant recruitment process and employment opportunities. At the end of that period your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new privacy notice.

**Your rights**

As a data subject, you have a number of rights. You can:

* access and obtain a copy of your data on request;
* require the Authority to change incorrect or incomplete data;
* require the Authority to delete or stop processing your data where the data is no longer necessary for the purposes for which it was originally obtained;
* object to the processing of your data where the Authority is relying on its legitimate interests as the legal ground for processing; and
* ask the Authority to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Authority's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact Elizabeth Lewis, HR Officer. Email: [elizabeth.lewis@beacons-npa.gov.uk](mailto:elizabeth.lewis@beacons-npa.gov.uk) . You can make a subject access request by contacting the Authority’s, Corporate Services Officer, Marcia Zurian. Email: [marcia.zurian@bacons-npa.gov.uk](mailto:marcia.zurian@bacons-npa.gov.uk).  Email: Data Protection Officer via [dpo@beacons-npa.gov.uk](mailto:dpo@beacons-npa.gov.uk)

If you believe that the Authority has not complied with your data protection rights, you can complain to the Information Commissioner.

**What if you do not provide personal data?**

You are under no statutory or contractual obligation to provide data to the Authority during the recruitment process. However, if you do not provide the information, the Authority may not be able to process your application properly or at all.

You are under no obligation to provide information for equal opportunities monitoring purposes and there are no consequences for your application if you choose not to provide such information.