



Cumberland Council

Post Specification

Date	October 2024
Post Group Number	8290
Post Title	Solway Coast National Landscape Officer (fixed term until 31st March 2027 with the possibility of extension)
Job Family	Regulation and Technical
Job Family Role Profile	RT9
Final Grade	RT10 (including JWC's) £35,235 - £36,124

To be read in conjunction with the job family role profile

Service Area description

The Solway Coast National Landscape is the new name for this nationally designed Area of Outstanding Natural Beauty. Stretching along 59 kilometres of coastline from Rockcliffe Marsh north of Carlisle to Maryport in the west, this coastline is recognised as having such a distinctive character and natural beauty that it is nationally and internationally protected by UK law.

It is celebrated for its estuary seascapes, sense of wildness and tranquillity, long views and distinctive history. It contains many rare and unusual habitats such as saltmarsh, sand dune and lowland bogs or "mosses". A diverse range of species make their home in this special place, including over 120,000 wintering birds and the entire population of banacle geese from Svalbard in the Arctic Circle.

The Solway Coast National Landscape staff team works in partnership with a wide range of organisations, businesses, landowners and community groups on the Solway to deliver a range of projects contributing to the conservation of the landscape and delivery of the statutory 5-year Management Plan.

Purpose of this post

The Solway Coast National Landscape Officer postholder, alongside other team members, will work on the delivery of projects and programmes that help to conserve and enhance the landscape of the Solway and celebrate its designation. Much of their work will be focused on public engagement and communications, working with a wide range of people including local communities, visitors and businesses to encourage them to develop their understanding and enjoyment of the landscape and their role in looking after it.

The postholder will deliver projects and work programmes right across the designated area, taking a creative approach to working with people and engaging them with the natural, historical and cultural Solway landscape. They will work to involve harder to reach communities and identify barriers to accessing the landscape, in particular working to provide people with the opportunities to improve their health and wellbeing and spend time outdoors.

The postholder will support local businesses, working with the tourism sector to help encourage sustainable tourism and the development of a visitor economy that makes the most of the natural and historical landscape. They will have excellent communications skills, with the ability to build trust with local communities, and will be experienced in running public events, networking forums, school group visits and more.

Although the post will be based in the Solway Coast National Landscape offices in Silloth, the postholder will be expected to work in a variety of locations around the Solway, including some home working if required. A proportion of the day to day work will take place outdoors in a countryside setting, so the postholder will be expected to be used to working outside and have a good understanding of the rural environment. This is a fixed term post until 31st March 2027, with the possibility of extension subject to funding.

Key job specific accountabilities

- Work with partners, businesses, local communities and visitors to help shape and deliver landscape related projects within the National Landscape according to the Management Plan
- Update and deliver the communications plan for the National Landscape, taking a lead on the development of communications resources in the form of interpretation, print and web based material, including social media and digital comms.
- Co-ordinate the National Landscape’s presence at community and promotional events and lead activities, with assistance from team members and partners where appropriate, managing contractors and partner organisations where necessary. These could include practical conservation tasks.
- Working with Cumberland Council Communications team, communicate the work of the National Landscape partnership to the press and other channels
- Develop and maintain an understanding of the key stakeholders and audiences for National Landscape communications using appropriate research and analytics tools
- Develop an understanding of the barriers to people accessing the landscape, and work strategically to engage with hard to reach audiences and facilitate their connection with the Solway Coast
- Work with tourism providers, local businesses, landowners and partners developing a range of initiatives to support the sustainable visitor economy on the Solway
- Assist in accessing additional resources to secure delivery of projects and manage any designated budgets
- Input into the preparation and monitoring of the 5-year Management Plan where required, as well as the preparation of the Annual Review and Business Plans
- Represent the partnership and staff team positively to audiences across the National Landscape and beyond, demonstrating a good knowledge of the designation and the components which make up the special qualities of the landscape
- Ensure all relevant Health and Safety requirements are documented and complied with, including risk assessments and reporting. Take responsibility for relevant equipment and PPE and ensure these are kept in good and safe condition.
- Undertake any other duties as might reasonably be requested within the experience and qualifications of the post-holder, to ensure the most effective and efficient use of staff to meet corporate and service objectives. This may include project team and other cross unit working, involving the assignment of the post holder outside of their principal area of work, where suitably qualified and experienced, subject to agreement between the manager and the post holder.

Please note annual targets will be discussed during the appraisal process

Key facts and figures of the post

Budget Responsibilities	<ul style="list-style-type: none"> • Maintain any designated budgets and keep track of income and expenditure through simple spreadsheets • Assist with fundraising and the preparation of grant applications to secure resources for funded work
Staff Management Responsibilities	<ul style="list-style-type: none"> • None
Other	<ul style="list-style-type: none"> •

Essential Criteria - Qualifications, knowledge, experience and expertise

- A degree or related qualification in an environmental / cultural landscape related subject such as ecology, geography, landscape history, archaeology

- At least two years' experience working in the environmental or cultural landscape heritage sector
- Experience of project management or delivery in the environmental or cultural landscape heritage sector, especially around public engagement, audience development and sustainable tourism
- Experience of developing communication and interpretation materials or working on a communications campaign
- Experience in running a diverse range of events with a variety of people and purposes, including public facing activities, meetings, workshops and nature conservation tasks
- Interest in and knowledge of the Solway Coast, its landscape and communities
- Excellent communication skills with the ability to engage people from a variety of backgrounds in the work of the National Landscape
- Excellent diplomacy skills and the ability to handle a wide variety of issues, sometimes conflicting, with firmness and tact
- A strong work ethic, a clear focus for delivery and an ability to be self-motivated but also work well as part of a team
- Ability to be adaptable, flexible and able to deal with unpredictable situations as they arise
- Ability to organise and lead project meetings and workshops, and present and interpret data and evidence.
- A working knowledge of MS Office, and excellent digital skills, especially around web and social media
- Ability to work flexibly, including evenings and weekends where required
- Experience of working outdoors in the field carrying out practical conservation tasks or public events / activities (sometimes in inclement weather conditions) and a full driving licence with access to a vehicle and business insurance cover

Disclosure and Barring Service – DBS Checks

This post does not require a DBS check.

Job working circumstances

Emotional Demands	<ul style="list-style-type: none"> • Normal
Physical Demands	<ul style="list-style-type: none"> • Some tasks will involve working outdoors for sustained periods of time, carrying out practical tasks in a countryside / nature reserve environment
Working Conditions	<ul style="list-style-type: none"> • A mix of physical tasks involving office based, standing and walking and physical exertion, dependant on tasks and projects
Other Factors	