

Waverley is an ambitious authority, committed to being one of the leading Councils in the country at a time of major change by developing a high performing, highly engaged staff team to share the organisation's values and deliver our corporate objectives.

JOB DESCRIPTION	
<b>Job title:</b>	<b>Greenspaces Projects and Promotions Officer</b>
<b>Service:</b>	Communities
<b>Team:</b>	Parks and Countryside
<b>Location:</b>	The Burys, Godalming, Surrey, GU7 1HR
<b>Reporting to:</b>	Greenspaces Manager
<b>Responsible for:</b>	Delivery of projects, promotion of work, identifying, obtaining external grant funds and the Events and Locations Officer
OUR ORGANISATIONAL VALUES	
<b>Openness</b>	In Waverley we value <b>openness and honesty</b> where <b>communication</b> is <b>clear and constructive</b> and actions are <b>transparent</b> .
<b>Excellence</b>	In Waverley we value <b>excellence</b> , working in a <b>consistent</b> and <b>professional</b> way to achieve the highest standards possible, taking the time to recognise and <b>celebrate success</b> .
<b>Fairness</b>	In Waverley we value <b>fairness and respect</b> , working with <b>integrity</b> to ensure that everyone is treated well and has <b>equal access</b> to the <b>opportunities</b> available.
<b>Team Work</b>	In Waverley we value <b>team work and collaboration</b> , with <b>approachable</b> staff <b>actively contributing</b> to our shared corporate goals.
<b>Taking Ownership</b>	In Waverley we value taking <b>ownership</b> , where everyone feels <b>personally committed</b> to issues at hand and is working towards a <b>positive outcome</b>

## PRINCIPAL PURPOSE OF THE ROLE

1. To ensure that the work of the Parks & Countryside service is fully promoted internally and externally via site events, filming, bookings, social media, website or other suitable media to raise the profile of the service.
2. Provide delivery of projects across the Parks & Countryside Service by taking the lead role and ensuring that projects are delivered on time and within budget.
3. Actively seek out and identify potential external grant funds including s106/PIC and CIL monies received by the Council from local development and apply where applicable to supplement and maximise Council budgets to assist project delivery within the service.

## MAIN DUTIES AND ACCOUNTABILITIES

1. Be accountable for the promotion of the service, its work and activities in the borough and also for raising of the profile of the service internally and externally
  - i. Ensure that all Parks and Countryside website and Facebook pages are kept up-to-date with relevant information for the public and that news stories are regularly posted. This will involve the editing, updating and the posting of news stories as they occur from across the Parks & Countryside Service
  - ii. To liaise with the communications team over webpage improvements and to advise the service manager of these and implement when approved. Allow links to be made with our grounds maintenance contractors micro website and our own web pages so that our customers are aware of planned grounds maintenance works in there local areas
  - iii. Undertake consultations by inviting feedback on the views of local residents, sports clubs, Councillors, stakeholders dependent on the project task to ensure effective participation and accurate representation on views and opinions is sought in relation to service and infrastructure improvements
  - iv. Responsible for the management of the Events & Locations officer in the delivery of events, hirings and filming activities on Council land, ensuring that process and efficiency are regularly reviewed and accurate records are kept, providing a clear indication of the income levels received
  - v. Seek to maximise income generation where possible from the Councils greenspace assets, whilst ensuring that site sensitivities are take into account and community interests are protected
2. Undertake project based work to help deliver the service plan and corporate priorities. Involving either initiating or completing an identified project on an individual basis by taking the leading role by or by working as part of team with other colleagues on specific projects
  - i. Project work will be varied and may involve small scale or large scale projects across a variety of subject interests with either large or small budgets, several projects are likely to be ongoing at any one time

- ii. Projects will cover a wide variety of areas, e.g. parks, countryside & woodland improvement projects, green flag applications, in bloom applications, playground & skate park refurbishments, developing a portfolio of filming sites on Waverley owned sites and site management plans
- 3. Accountable for seeking and identifying external grant funding to assist with project delivery within the service in order to maximise Council budgets and ensure value for money
  - i. Identify appropriate external grant funds to support service projects
  - ii. Identify projects that could be funded through s106,PIC and CIL monies
  - iii. Submit applications where applicable or where they apply to projects directly managed by post holder
  - iv. Support other officers within the service with funding applications
- 4. Produce or be involved in the formation of policy guidance documents or management plans for adoption by the Council that formalise the management and maintenance of greenspace sites
- 5. Delivery of excellent service to all customers in line with published service standards, including provision of advice and assistance to all customers. Ensuring the customer receives a prompt and complete response to their enquiry or issue, responding appropriately by telephone, in writing, by e-mail or in person and re-directing as appropriate to the relevant officers or partners
- 6. To undertake or be involved in any other task considered to be commensurate with the post level

### **Business Continuity**

Play a pivotal role in business continuity planning and should the need arise assist in ensuring business recovery of key service provision in a 24 hour window

### **Health and Safety**

Comply with all Health and safety legislation for your area of work, ensuring that risks are identified, managed and monitored as required

## **DIMENSIONS OF THE ROLE**

- 1. Accountable for raising the profile of the service by fully promoting the work of the service internally and externally
- 2. Budgets – Responsibility to deliver projects making use of agreed capital budgets, circa £30K - £200K. The line manager will delegate budget management to the post holder where applicable. There will be an expectation to manage the budget throughout the project, ensuring that the work is delivered within budget with no overspends.

Seek to make best use of S106, Planning infrastructure Charge and the forthcoming Community Infrastructure Levy monies arising from development gain to ensure value for money for the Council, by combining with capital budgets.

3. Accountable for identifying and seeking external grant funding to support and also completely fund projects of the Council. Recent successful funding applications have been for Heritage Lottery Funding 2011/12– The Philips Memorial Park, £335,000. Other funding applications can be to Fields in Trust, Queen Elizabeth 11 Protected playing field grants, circa £10,000-£50,000, or, applications to BIFFA and SITA for community facility improvement grants circa £500-£50,000.

Post holder will be expected to liaise and converse with fellow colleagues in the Parks & Countryside team and also with other members of staff at all levels in the Council and in other organisations.

Whilst the role will be mainly office based, there will be a requirement to undertake site visits and meetings outside of the main Council offices. This could involve meeting Councillors, public, contractors or other organisations.

Dealing with enquiries by telephone, email, social media or letter.

#### AREAS OF ACCOUNTABILITY/PROBLEM SOLVING – DECISION MAKING / SCOPE FOR IMPACT

Accountable for promoting and raising the profile of the Parks and Countryside team internally and externally. Taking the lead role and responsibility on behalf of the Parks & Countryside team to develop and promote the service by their own initiative using webpages and social media, update, revise, collate and post news stories of the work undertaken by the service.

Project manager; taking the lead role for the day to day management of specific projects and ensuring their delivery on time and within budget through effective liaison and delegation with other members of staff and stakeholders.

Accountable for seeking grant funding, using own initiative to source new areas where potential grant funds can be identified. The post holder would also be required to seek funds that fit the capital project list of the service to ensure the Council receives value for money in its infrastructure investments.

The post holder will be expected to be able to work effectively without supervision, use creative thinking, research best practice, determine own targets, work priorities and deadlines for work making effective use of available resources and knowledge to complete a project.

The post holder will be expected to demonstrate awareness of the political environment they work in and a general understanding of the views of Council members.

Consulting and engaging with Council customers to ensure services are delivered well and that the Community is fully engaged with the Council as per the Councils Corporate Priority 1, **Customer Service**.

Overseeing the work of contractors working for the Parks & Countryside Section and agreeing payment in relation to projects managed.

Making better use of Council funds, by seeking external funding wherever possible enabling existing revenue or capital budgets to go further, as per the Councils Corporate Priority 4, **Value for Money**.

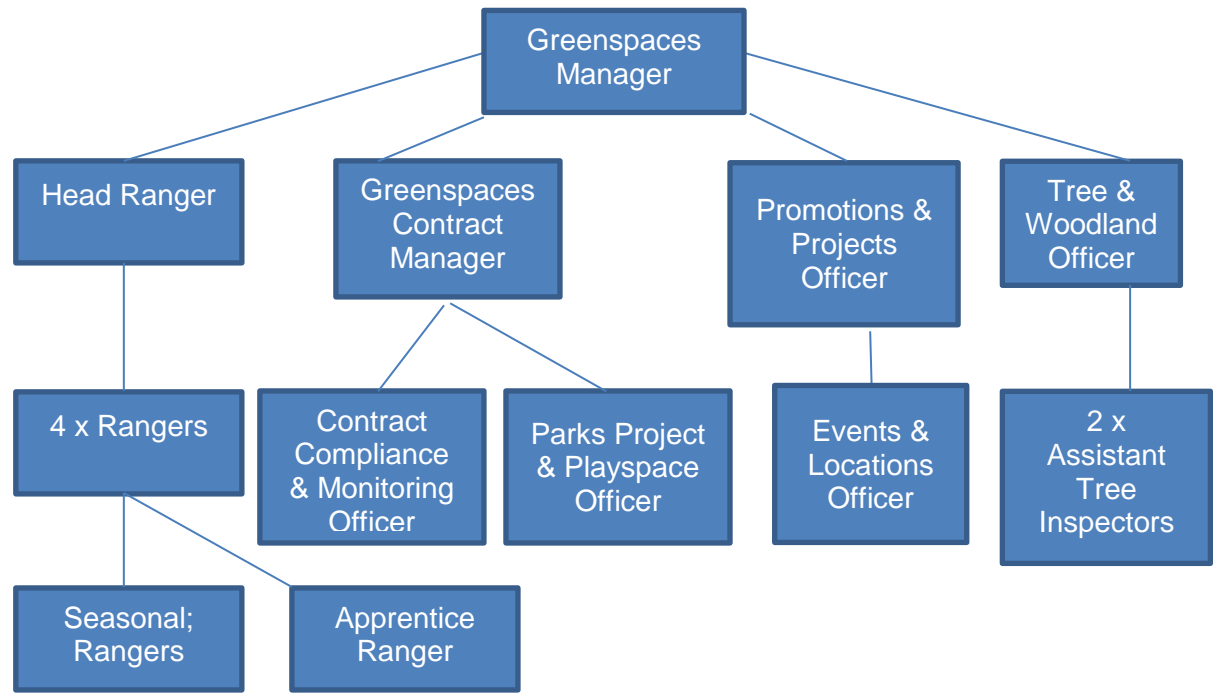
#### PLANNING/ORGANISING/CONTROLLING

- Organise own workload
- Manage and deliver a variety of projects at any one time; working to deadlines and set budgets
- Work with partners and stakeholders to determine new areas of service delivery, initiatives and projects
- Source and apply for external funding
- Plan, write and source information to provide concise and effective written material and reports
- Providing regular verbal, email and written reports to Councilors, Senior Management, all relevant and stake holders

#### CUSTOMERS AND CONTACTS

- OFFICERS IN THE SERVICE AND ACROSS THE COUNCIL
  - EXTERNAL FUNDING PROVIDERS
  - EXTERNAL CONTRACTORS
  - COUNCILORS AND EXECUTIVE MEMBERS
- EXTERNAL ORGANISATION SUCH AS SURREY COUNTY COUNCIL, TOWN AND PARISH COUNCILS

## SERVICE/TEAM STRUCTURE



## PERSON SPECIFICATION

Candidates must be able to demonstrate, giving examples, all essential criteria marked as A, A/C or A/I within their application form to be shortlisted for this role.

	PERSON SPECIFICATION			
	ESSENTIAL CRITERIA	How ASSESSED	DESIRABLE CRITERIA	How ASSESSED
<b>QUALIFICATIONS / EDUCATION / TRAINING / EXPERIENCE</b>	Degree or similar level qualification	<b>A/C</b>	Degree or similar level qualification in an environmental, land management, conservation based subject	<b>A</b>
	Use of Microsoft Office Products e.g. word, excel, powerpoint	<b>A</b>	Experienced or trained in use of MapInfo or ArcView	<b>A</b>
	Computer / keyboard competency.	<b>A</b>	Experience in use of JADU or similar Website software package	<b>A</b>
<b>KNOWLEDGE / TECHNICAL SKILLS</b>	Experience of project management or experience of working in a project based environment	<b>A, I</b>	Experience of working for local government.	<b>A, I</b>
	Experience of writing management plans, policy documents and other written material	<b>A, I</b>	Experience of working with the public on improvement and development projects.	<b>A, I</b>
	Awareness of environmental issues, funding opportunities & applications etc.	<b>A, I</b>	Knowledge of Safeguarding	<b>A, I</b>
	Ability to see issues from more than one point of view.	<b>A, I</b>	Running or planning events	<b>A, I</b>
<b>COMMUNICATION</b>	Excellent communication skills both verbal & written	<b>A, I</b>	Experience of promoting project or business profiles	<b>A, I</b>
	Ability to liaise with fund providers	<b>A, I</b>		

	<p>Negotiation Skills</p> <p>Building partnerships with organisations</p> <p>Experience of social media in a work setting.</p>	<p>A, I</p> <p>A, I</p> <p>A, I</p>		
<b>CUSTOMER SERVICE</b>	<p>Understanding of and commitment to promoting equality and diversity in service delivery and employment.</p> <p>Excellent customer service &amp; ability to deal with difficult people &amp; manage conflict positively.</p> <p>Experience of Consultations and/or gain feedback from the public</p>	<p>I</p> <p>A, I</p> <p>A, I</p>		
<b>TEAM WORKING</b>	<p>Ability to work as part of team</p> <p>Liaising with a variety of different department, sports clubs, voluntary organisations and public bodies.</p>	<p>A, I</p> <p>A, I</p>		
<b>MANAGING SELF AND OTHERS</b>	<p>Able to work on own initiative and to plan, organise and prioritise own workload and determine targets and deadlines</p> <p>Ability to work to changing targets</p> <p>Ability to work collaboratively</p> <p>Be accountable, confident &amp; happy to make sound decisions</p>	<p>A, I</p> <p>A, I</p> <p>A, I</p> <p>A, I</p>		



	<p>Ability to manage difficult situation and aggressive customers positively.</p> <p>Good organisational ability</p> <p>Adaptable, Dynamic and resourceful individual</p> <p>Ability to manage a varied project portfolio</p>	<p><b>A, I</b></p> <p><b>A, I</b></p> <p><b>A, I</b></p> <p><b>A, I</b></p>		
<b>CAN DO APPROACH / ACHIEVING RESULTS</b>	<p>To be available for work outside normal office hours.</p> <p>Able to work on own and away from headquarters.</p> <p>Flexible and willing approach</p>	<p><b>A</b></p> <p><b>A</b></p> <p><b>A/I</b></p>	Experience of promoting filming, events or other opportunities	<b>I</b>
<b>ADDITIONAL SPECIFIC REQUIREMENTS FOR THIS POST</b>	<p>Driving licence and access to a vehicle Able to work on own and away from headquarters.</p> <p>For business continuity purposes you are required to have access to the internet at home via broadband on a PC, laptop or tablet.</p>	<p><b>A</b></p> <p><b>A</b></p>		

#### How assessed

A = Application CV/Personal Statement  
C = Certificates/professional Registration  
D = DBS police check  
E = Exercise  
I = Interview  
M = Medical assessment

For Official Use only			
<b>Job title:</b>	Greenspaces Promotions & Projects Officer	<b>Post no:</b>	
<b>Service:</b>	Communities	<b>JE score:</b>	301
<b>Team:</b>	Parks & Countryside	<b>Pay band:</b>	7
<b>Location:</b>	The Burys Godalming, Surrey GU7 1HR	<b>Position type:</b> (if part time, working pattern)	Full time 37 Hours/ Five day week
<b>Competencies: (level 1 – 4)</b>	Communication:	<b>2</b>	
	Customer Service:	<b>2</b>	
	Team Working:	<b>2</b>	
	Managing Self and Others:	<b>2</b>	
	Can do approach/Results	<b>2</b>	
<b>REVIEWED BY:</b>		<b>DATE:</b>	
<b>CHECKED IN:</b>	HR	<b>DATE:</b>	
<b>LAST UPDATED:</b>	Oct 2020	<b>DATE:</b>	