



giving
nature
a home

Vacancy pack

Dear Applicant

Visitor Experience Officer, RSPB Dungeness – £15000 - £18000 per annum

Thank you for your enquiry regarding our advertised vacancy. An application form is enclosed, together with a job description, person specification and other background information about the RSPB. If you have seen this vacancy advertised on our website, please refer to 'Working for the RSPB' which contains information about our benefits, and terms and conditions. This document can be downloaded if required.

If you require any further information about this post please contact Martin Randall on 07714 138640 or email martin.randall@rspb.org.uk.

Please can you complete the enclosed application form in blue or black ink. Please refer to the person specification when completing the form. Your completed application form should clearly describe how you meet each of the criteria that have been identified as being necessary for this post as this will form the basis of shortlisting candidates. If you enclose a CV, it may be referred to for supplementary information, however, please ensure that all the questions asked on the application form are fully answered.

We take all practicable steps to safeguard the safety and welfare of children or vulnerable adults while they are in contact with the RSPB and have a Child Safety and Welfare Policy that supports this. If the post you have applied for involves unsupervised access to children or vulnerable adults further checks will be carried out. We will also confirm your eligibility to work in the UK prior to appointment.

Completed forms should be returned to *Zoe Patterson, RSPB Dungeness, Boulderwall Farm, Dungeness Road, Lydd, Kent, TN29 9PN*. Please check the postage required on your application as incorrect postage may lead to your application being delayed and missing the closing date. If you require an acknowledgement of receipt of your application, please enclose a stamped, addressed envelope. Alternatively, you can email your application to Zoe.Patterson@RSPB.org.uk.

The closing date for receipt of completed application forms is **midday on Friday 20th March 2015**. Interviews will be held **Wednesday 1st April 2015**.

If you are an external candidate, may we take this opportunity to thank you for your interest in employment with the RSPB. As a charity, we try to keep our administrative costs to a minimum and therefore you will only be contacted if we wish to progress your application. If you have not heard from us within four weeks of the closing date, you should assume that your application has been unsuccessful on this occasion. However, if you are able to supply us with an e-mail address, we will endeavour to advise you if you have not been shortlisted.

We look forward to receiving your application in due course.

Martin Randall
Site Manager
RSPB Dungeness and Lydden Valley

This pack contains all the information you need to apply, including:

Useful Information

Details on our Diversity Policy statement, how we use CVs, shortlisting and employment checks and UK Identification requirements

Applicant letter

Details on how to apply plus closing date and interview date(s)

Job description

A breakdown of the vacancy, including the purpose of the job, requirements, duties and responsibilities

Person specification

A list of criteria that potential candidates should aim to meet

Department information*

Details of the department advertising the post

Application Form

PDF version

Please print out, complete and return to the address on the Applicant letter

Word version

Applicants are encouraged to complete electronically and return by e-mail

* This information will only be provided if it is relevant to this post

Applications from candidates requiring a certificate of sponsorship under the UK points-based immigration system will not be considered if there are suitable candidates who do not require sponsorship. This is because employers need to demonstrate that they are unable to recruit a resident worker, before they can recruit a non-resident worker*.

The resident worker rule does not prevent applicants requiring sponsorship from applying for our vacancies, but such applications should be made on the understanding that they can only be considered subject to the restrictions above.

For further information, please visit the [Home Office UK Border Agency website](#).

*This rule does not apply to those applying for roles that require a bachelor, postgraduate degree or postgraduate certificate in education qualification. It is necessary for the qualification to be an essential requirement for the role and the applicant to prove that they possess such a qualification (or have completed a minimum of 12 months study in the UK towards a UK PhD), which is recognised in the UK.

Useful Information

The RSPB is currently going through a job evaluation review. We just wanted to let you know that all jobs are subject to this review, including our current job vacancies. The results of the job evaluation review and the new payband structure will be implemented across the RSPB later in 2015 and you will be kept fully informed of the outcomes.

Diversity Policy Statement

The RSPB is part of a global network that incorporates a diversity of traditions and cultures, and which represents different inheritances, backgrounds, influences, perspectives and experiences. A better understanding of people's differences will help us to appreciate and value everyone's contribution, and recognise that we are all an integral and invaluable part of the Society.

Everyone has the right to be treated with consideration and respect. The Society is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual, and an atmosphere where everyone can learn, work and live free from prejudice, discrimination, harassment and violence.

The Society aims to ensure that all staff, volunteers, partners, clients, contractors, members and the general public are treated fairly. Unless it can be shown to be justified, this will be regardless of sex, sexual orientation, gender re-assignment, marital or civil partnership status, race (including colour, nationality, ethnicity, or national origin), disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

Use of Curriculum Vitae (CVs)

Our policy is to recruit and employ our employees on the basis of their suitability for the work to be done. An application form allows us to compare individuals based on like for like information and as such we do not accept a CV unless accompanied by a fully completed application.

Shortlisting

The RSPB is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. Applications are sought only from those eligible to work in the UK in the first instance.

All applications are subject to our shortlisting process where we only assess information provided against the Person Specification. If you are shortlisted we will contact you and invite you to attend an interview. You will also be advised at this point if there will be any skills test, presentations etc.

As a charity, we lack the resources to advise all candidates if their application is unsuccessful. If you do not hear from us within four weeks of the closing date, we will have decided not to take your application any further. However, if you are able to supply us with an e-mail address, we will endeavour to advise you if you have not been shortlisted. If this is the case, please do not be discouraged from re-applying as your skills and experience may be just what we need for our next vacancy. We also have a number of volunteering opportunities across the organisation.

Employment Checks

All offers of employment are made subject to the following criteria:

Proof of eligibility to work in the UK, Proof of Residency, Satisfactory Employment Health Check, Two references satisfactory to the Society and where required a Satisfactory Criminal Records Bureau Check.

Role	Visitor Experience Officer
Region	South East England
Location	Dungeness
Reports to	Site Manager
Reporting to role	Volunteers

Other key working relations

Reserve teams. Regional and national visitor experience and learning teams.

Overall purpose

To plan, develop and deliver a stunning visitor experience, making sure that we exceed all visitors' expectations before, during and after their visit.

Support visitor facing staff and volunteers to ensure that visits to the reserve are consistently brilliant, achieve our brand goals and result in increased support for the RSPB.

Main Duties

- Develop and deliver a visitor experience plan that creates memorable opportunities to connect people with nature and increase their support for The RSPB.
- Recruit, train, manage and motivate a team of volunteers to provide a brilliant visitor experience. This will include 'live interpretation' to enthuse and inspire visitors about discovering nature's home and actively promoting RSPB membership to visitors
- Plan and design visitor interpretation and orientation that tells the story of the reserve and supports visitors as they discover and explore the site. As part of this, maximise opportunities for showing people wildlife by creating 'wow' experiences and deliver temporary interpretation to inspire a range of audiences, especially families.
- Deliver and review a programme of income-generating events, activities and initiatives that help convert visits into active support and meet key performance indicators, including implementation of the charging on reserves strategy.
- Set and monitor performance against site-based visitor standards including customer care, accessibility and visitor facilities, liaising with appropriate teams to ensure standards are maintained.
- Manage an effective programme of ongoing evaluation to track visitor satisfaction on site and create ways to respond to visitor feedback, which encourages people to come back time and time again.
- Working closely with the regional team, promote the reserve locally, manage the reserve's online and social-media presence and respond to media opportunities that result in increased first time and repeat visits to the site.
- Where possible, integrate formal education experience with visitor experience to develop a well rounded and engaging programme of activities for school visits and families combined.
- The role holder would be expected to lead by example, prioritising own workloads to spend time engaging with visitors on busy days.
- Ensure work is managed in line with the RSPB operating framework
- To design, coordinate and lead a volunteer delivered education scheme which is proposed to begin on the reserve in the near future
- To act as a member of the duty management cover for the reserve's visitor centre

Additional Membership remit for VEO role on some sites.

- Train and support staff and volunteers to inspire visitors to join The RSPB and play an active role in helping to meet the reserve's recruitment objectives.

Other Duties

To attend regional and national events and meetings as required

All staff are expected to carry out their job responsibilities in an environmentally aware manner, ensuring as little damage to the environment as possible. Our aim is to ensure all resources are utilised effectively and efficiently. You will be expected to apply 'sound value for money' principles in undertaking purchasing or supply of goods and services.

In the RSPB, volunteers are a major resource and make a vital contribution to the RSPB's aim to take action for the conservation of wild birds and the environment. You will be expected to encourage, develop and support volunteer involvement in our work.

Person Specification	Job Title: Visitor Experience Officer
	Region /Dept: Dungeness/South East England

How criteria will be tested : A = Application Form, T = Test, I = Interview, P = Personality test, O = Other

Essential		A	T	I	P	O	Desirable		A	T	I	P	O
Qualifications		A	T	I	P	O	Qualifications		A	T	I	P	O
1	4 GCSEs at grades A-C and 2 A levels or equivalent.	X					a	Degree in related subject with qualifications in tourism, leisure, communications or related discipline	X				
2	Educated to at least HND level or equivalent	X					b	First Aid certificate / Health & Safety training	X				
Experience							Experience						
3	Motivating and supporting a dynamic team of people, especially volunteers and new staff.	X	X				c	Use of social media to promote events and increase visits	X	X			
4	Working in a visitor-facing or customer service role	X	X				d	Working for a visitor attraction	X	X			
5	Planning and delivering an innovative programme of events	X	X				e	Delivery of environmental education & interpretation	X	X			
6	Developing engaging interpretation for a range of audiences	X	X				f	Proactively working on major projects	X	X			
							g	Destination marketing	X	X			
							h	Working in an environmental education environment	X	X			
Skills/Abilities							Skills/Abilities						
7	Proven ability to inspire and motivate people	X	X				i	Able to analyse data relating to visitor surveys & monitoring	X				
8	Organised, able to prioritise workload under pressure	X	X				j	Writing reports and promotional materials	X	X			
	Understanding of needs of different visitor audiences, and able to adapt visitor offer to meet those needs	X	X										
9	Excellent communication skills		X										
10	Able to demonstrate high standards of customer care within limited resources	X	X										
12	Able to support budgets covering visitor experience, income and marketing	X	X										
Knowledge							Knowledge						
13	Some knowledge of birds/ wildlife and conservation issues		X				k	RSPB cause and brand	X	X			
14	Word, Excel and other office software	X					l	Conservation issues/RSPB campaigns	X	X			
15	Social media – Blogging, Twitter, Facebook etc	X	X				m	Coastal habitats & wildlife	X	X			

Behaviours/Circumstances				Behaviours/Circumstances			
16	Finds creative ways to engage with people	X	X	n	Track record of using initiative and seizing opportunities	X	X
17	Able to work regular weekends and bank holidays.		X	o	Able to keep a sense of perspective		X
18	Enthusiastic about people and wildlife	X	X				
19	Enjoy working as part of a busy team		X				
20	Presents a positive image of the RSPB at all times		X				
21	Flexible approach to meet changing operational needs		X				
22	Willing to work as part of the visitor centre duty management rota.	X	X				



giving
nature
a home

APPLICATION FOR EMPLOYMENT

STRICTLY CONFIDENTIAL

PLEASE REFER TO VACANCY DETAILS FOR RETURN ADDRESS

Job Ref. No.	A5040115
Position applied for	
Location	
How did you first learn of this vacancy?	

Identification details
(BLOCK CAPITALS PLEASE)

Surname		Dr/Mr/Mrs/Miss/Ms/Other	
Forenames			
Address			
		Postcode	
Email address			

May we, with discretion, phone you at work? Yes No

Home tel no		Business tel no	
-------------	--	-----------------	--

Do you hold a current, valid driving licence? Yes No
 If yes, what type? Full Provisional
 If yes, do you have any current endorsements? Yes No
 If yes, please give details of any current endorsements.

Qualifications relevant to this application (including technical and/or professional).
Please provide details (*note that these may be verified on appointment*)

Current membership of any professional or technical organisations.
Please provide details (*note that these may be verified on appointment*)

Employment history
Please give details of all jobs held, including part-time and unpaid work, **starting with your current or most recent employer.** Continue on a separate sheet if necessary.

Employer's full name & address	Job title/ Key achievements & areas of responsibility	Length of time in job/ Reasons for leaving/ Final salary in role

Relevant skills/knowledge/experience

You should outline below how your skills/knowledge/experience meet the requirements of the Person Specification. You may draw on past employment and/or out of work activities. Please include details of any scientific papers you have had published. Continue on a separate sheet if necessary.

