

JOB DESCRIPTION



Post title: Business Support Officer
(Communications & Engagement)
Directorate: Conservation and Communities
Grade: 3

Main Purposes of the Post:

To provide support to the Head of Communications and Engagement to ensure the effective delivery of visitor services, communication and engagement.

To support the effective operation of the National Park Visitor Centres by providing business support to Visitor Centre operations as well as the wider role including providing marketing and communications support for activities and events via social media.

To support the work of the communications team to deliver key corporate priorities including the DNPA website, visitor magazine Enjoy Dartmoor and ensure the photo database is managed and GDPR compliant.

Duties and Responsibilities:

Visitor Centres

- Ensuring the centres handbook, procedures and manual is maintained and up to date.
- Ensure all interpretation and AV equipment is maintained and working, liaising with works team, IT or external providers to get it fixed as required.
- Coordinating Visitor Centre pre and end of season meetings and training.
- Prepare and maintain spreadsheets of visitor numbers and retail figures for all centres, for weekly reporting.
- Maintaining visitor centre website pages /opening times etc including Google, Visit Dartmoor.
- Monitor Trip Advisor and respond as appropriate.
- To assist in developing content to share on digital and social media channels, engaging and encouraging our followers to events and activities at our visitor centres, increasing footfall and developing new audiences.

Communications

- Support the writing, editing, delivery and ongoing success of the DNPA website ensuring accessibility standards are adhered to.
- Support the writing, proof reading and sourcing of suitable images for Enjoy Dartmoor and other key corporate publications such as the Business Plan and Annual Review.

- Manage the distribution of Enjoy Dartmoor as instructed by the HoC, updating distribution lists, monitoring delivery reports, liaising with the distribution company and Rangers to ensure delivery deadlines are met and stock is regularly updated at all businesses.
- Working with the Digital Communications Officer to update, maintain and develop our photo database asset management system, ensuring how we store and organise our digital assets are GDPR compliant.
- Support the HoC to manage a list of suitable design and print suppliers to deliver corporate work.
- Support the delivery of fundraising initiatives such as 'Donate for Dartmoor' and project specific crowdfunding campaigns.

General Business Support

The postholder will be required to provide administrative support and assistance to the wider team, to ensure high levels of service are provided at all times.

To work safely, ensuring all safety procedures and other controls identified by risk assessment are complied with and incidents reported promptly and appropriately.

This job description outlines the current duties required for this post to indicate the level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time which do not change the general character of the job or the level of responsibility.

May 2023