



Lancashire,
Manchester &
N Merseyside

JOB DESCRIPTION

IDENTIFICATION OF POST

Job Title:	Lancashire's Living Seas Project Officer
Project:	Lancashire's Living Seas
Responsible to:	Senior Marine Conservation Officer
Responsible for:	Volunteers, marine champions and consultants

PURPOSE OF POST

An exciting new role funded by Coastal Communities Fund to deliver a programme of inspirational and engaging marine activities that will raise awareness about the importance of Lancashire's Living Seas, as well as help boost tourism and engagement with wildlife on the coast. The post holder will organise a wide range of activities both at visitor centres and out on the coast that will inspire a wide range of people and connect them with their marine and coastal environment – particularly those with limited access to the coast.

Family focussed activities will happen in places such as the Rossall Point Observation Tower, Wyre Estuary County Park and Heysham Nature Reserve, and on the beaches in Fleetwood, Cleveleys, Blackpool, St Annes and Lytham. The post holder will engage the older generation by encouraging them to explore their local area and attract visitors to the Lancashire coast by producing wildlife trails and delivering wildlife walks.

Working with the Local Authorities, the post holder will identify sites where we can work together to improve access, signage and interpretation and work in partnership to raise funds for physical improvements, leaflets and promotional materials.

Working with local community groups and existing projects, the post holder will undertake activities, survey work and initiate campaigns that will help promote a shared vision for Lancashire's coast and seas.

Working as part of the Living Seas North West team you will deliver workshops and train volunteers to become Living Seas Champions who can lead activities and ensure a legacy to the project.

One of the other legacies is through partner organisations and local businesses. A key part of this role will be working with partners and businesses to empower them to promote nature tourism on our coast. This could be through general promotion, running activities at their establishments, or working together to encourage more visitors to the coast.

All of this will contribute towards our work to ensure more protection and better management of the Irish Sea as well as engaging the general public with the marine and coastal environment.

MAIN RESPONSIBILITIES

1. Develop and deliver a programme of activities at coastal sites along the coastline of Lancashire. Key activity areas: Heysham, Wyre, Blackpool, St Annes/Lytham. Activities will take place at visitor centres such as Rossall Point Observation Tower, Wyre Estuary County Park, Solaris Centre, SEA LIFE Blackpool. Provide training and support at these hubs to help them to deliver key messages.
2. Work with other organisations to develop a programme of work that complements existing activity happening in the area.
3. Identify and build relationships with 20 local businesses who are keen to take an active role in nature tourism activities.
4. Produce 2 Tale Trail leaflets, and other walk leaflets that promote coastal access and raises awareness about why our marine life is so important.
5. Work with, train and support participants to become volunteers, Living Seas Champions and/or Wildlife Trust members.
6. Develop and deliver a programme of volunteering activity in co-ordination with other projects and organisations from leading activities to surveying and campaigning.
7. Build and maintain strong relationships with local communities and community groups including Rossall Beach Buddies, Friends of the Estuary, University of the 3rd Age, and Wyre's Natural Ambassadors.
8. Develop and maintain strong relationships with key organisations, projects and partners such as the Fylde Sand Dunes Project, Wrye Council, Fylde Council, Blackpool Council, Wrye Rivers Trust, Ribble Rivers Trust, Natural England, co-ordinating funding bids and subsequent coastal access and interpretation projects.
9. Fundraise for current shortfall in funding for the second year of this project and the longer term delivery of marine focussed activities. Develop a range of chargeable activities that could be delivered in partnership with local businesses.
10. Manage the production of resources and outreach materials.
11. Act as an advocate for Living Seas and Lancashire Wildlife Trust (LWT), and ensure effective liaison with Living Seas staff both internally and externally across The Wildlife Trust movement.
12. Ensure activities are evaluated to demonstrate the difference the activity has made and the impact of project work is promoted.
13. Any other duties commensurate with the post's responsibilities as defined by the line manager.
14. To follow LWT guidelines for the health, safety and welfare of volunteers involved in service delivery.
15. Abide by all of the LWT policies and procedures.
16. To ensure all activities are fully accessible and inclusive where practicable, and comply with the Wildlife Trust's Equal Opportunities Policy.

POST SPECIFICATION

The successful post holder will have excellent communication skills and the ability to get on with a wide range of people from different social backgrounds and with varying abilities.

Liaising regularly with a range of contacts, these include:

- Members of the Living Seas Steering Group North West, Wildlife Trust advisors, Trustees, staff and volunteers
- Partners, external organisations, and stakeholders with an interest in coastal and marine environments from other bodies, including statutory bodies, local government, NGOs and academic institutions
- Local businesses
- Press and local media
- Local naturalist groups, community groups and angling fora.
- Addressing audiences of 10+, including speaking at conferences, seminars etc.

Flexibility and a willingness to work occasional unsocial hours.

Frequent travel around Lancashire and occasionally beyond. A driving license and access to a car with business use insurance cover is required.

In order for the organisation to work effectively, you will be required to adapt quickly to situations and issues, and ensure projects remain on target.

In order for the organisation to work effectively, you may be required to assist with other areas of work and therefore, you should be prepared to undertake other duties appropriate to the post, as delegated by your line manager.

This job description serves to illustrate the type and scope of the duties currently required for the above post and to provide an indication of the required level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time, they will not however change the general character of the job or the level of responsibility entailed.

PERSON SPECIFICATION

The post holder will be expected to have recent and relevant experience, skills, knowledge and personal qualities detailed below as required for the post:

Experience	Essential	Desirable
Experience working within a recognised conservation body in a professional capacity and at least volunteering within the marine conservation sector	√	
Experience of working in the community engagement field (with a particular focus on marine awareness) and inspiring and empowering others to take active roles in marine awareness	√	
Experience of organising, co-ordinating and delivering event programmes to a wide range of audiences	√	
Experience of working with the media, social media and input into promotion and campaigns	√	
Experience of conducting surveys and monitoring marine species/habitats		√

Experience of fundraising or business liaison	√	
Experience of recruiting, training, managing and supporting volunteers to become 'champions' and mentors to other volunteers		√

Knowledge	Essential	Desirable
A degree in a marine or environmental discipline or substantial practical experience in the sector	√	
A sound understanding of current marine conservation issues and awareness of the causes and relevant legislation behind them		√
Knowledge of life in the North West and coastal communities, in particular Lancashire		√
Knowledge of the marine wildlife in Lancashire, its conservation status and issues and opportunities		√
Project monitoring and evaluation techniques		√
A good understanding of health and safety issues	√	

Skills	Essential	Desirable
Excellent communication skills, both verbally and in writing, with the ability to speak clearly and confidently to a wide range of audiences, demonstrating ability to inspire people to take action on environmental issues, or volunteer or become a member	√	
Ability to organise and prioritise diverse work programmes effectively, meeting often tight deadlines, and monitor outcomes	√	
Ability to work independently and flexibly, as well as able to work as part of a team, both in person and remotely	√	
Ability to develop, publicise and deliver innovative and exciting marine awareness activities and resources	√	
Full clean driving licence	√	

Personal Qualities	Essential	Desirable
A strong affinity, enthusiasm and passion for coastal and marine environments, and the work of the Wildlife Trusts to take this work forwards	√	
A positive and mature outlook with the ability to demonstrate get on well with a wide range of people, tact and diplomacy where necessary, while also having a good sense of humour	√	
Willingness to work outdoors on a range of sites in all weathers and walk reasonable distances when required	√	
Willingness to travel and work evenings and weekends as required	√	

GENERAL TERMS AND CONDITIONS

Salary: £22,625.00 per annum

Duration of post: This is a fixed term contract for 12 months with a second year dependent on securing further funds.

Pension: The Trust uses the NEST Pension Scheme and following satisfactory completion of the probationary period the post holder may be eligible for enhanced contributions. Full details will be provided

Probation Period: All new employees to the Trust undertake a probationary period of 6 months, in which time they are expected to establish their suitability for the post

Hours per week: 37.5 hours. The role will require weekend and evening work for which Time Off In Lieu (TOIL) can be taken. Specific hours worked to be arranged with the line manager

Travel: Will require travel throughout Lancashire and occasionally beyond and therefore a full clean driving license and access to your own car with business insurance is essential

Holidays: 25 days plus 3 occasional days per annum pro rata

Place of work: There will be hot desking opportunities at LWT, Fylde Council and Wyre Council offices. Home working may also be required at times.

Policy: All staff are required to abide by organisational policies and procedures

Other: The Wildlife Trust operates a no smoking policy at all its offices. The Wildlife Trust is an equal opportunities employer and is positive about disabled people

Applications: Thursday 24th January 2019

Interviews: w/c 4th February 2019

Criteria Common to All Job Descriptions:

A Job Description sets out the purpose of the job, where it fits into the Trust's structure, the context within which the job holder functions and the principal accountabilities of job holders, or the main tasks they have to carry out. It is not a definitive work plan. This document is intended to provide guidance on the scope and function of the job.

Equal Opportunities Statement:

All employees are required to adhere to and promote the principles and operation of the Trust's policies on equalities, to ensure that services provided are relevant to ethnically diverse communities and other disadvantaged groups in the area.

Health and Safety Statement:

All employees are required to ensure that all duties and responsibilities are discharged in accordance with the Trust's Health and Safety at Work Policy and the Health and Safety File. They should take reasonable care for their own Health and Safety and that of others who may be affected by what they do or do not do. Staff should correctly use work items provided by the Trust including personal protective equipment in accordance with training or insurance. All members of Trust staff are responsible for informing their line managers of any potential gaps in the current Trust Policy. All employees are responsible for ensuring that Health and Safety Policy is up to date and continuously reviewed and evaluated.

Performance Review:

All employees will participate in the Trust's Performance Review process. The process aims to ensure that performance standards/targets are jointly agreed between employees and line managers and are achieved within agreed time scales. Failure to maintain an appropriate standard indicated by management can result in Capability proceedings being taken.

Commensurate Statement:

At times, the Post holder will be required to undertake other duties and responsibilities of a similar level and nature in order to support workload peaks and resources and skill shortages, ensuring priorities are met. This will be sensitive to available resources and individual skills and will generally be within the same area.

Adherence to Staff Handbook, Policies and Procedures:

The Trust is a large, diverse charitable organisation and as such needs to ensure that all employees are aware of their obligations to and from the organisation. These are clearly defined in the Staff handbook, the Intranet and in the policies and procedures adopted by Council as part of the Trust's governance. All Employees have an obligation to read and understand these policies, especially those that are pertinent to this role.