



Bannau Brycheiniog

DESTINATION MANAGEMENT OFFICER

GRADE 7 £32,076 - £33,945

PERMANENT CONTRACT

37 HOURS PER WEEK

(FLEXIBLE, PART TIME HOURS CONSIDERED)

CLOSING DATE: 27TH NOVEMBER 2023

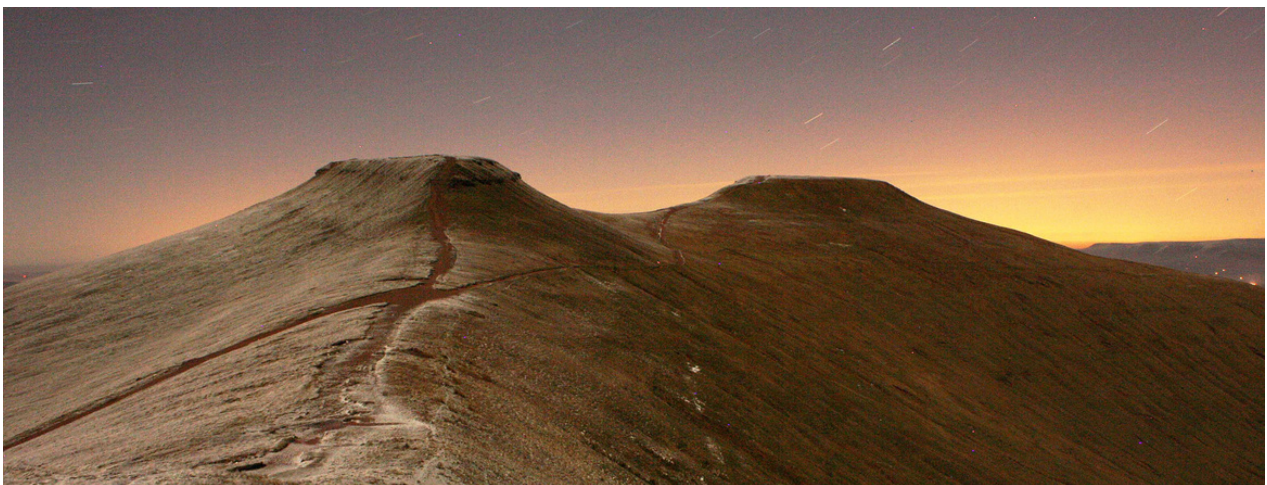
INTERVIEW DATE: 6TH DECEMBER 2023



INTRODUCTION

National Parks were designated in order to protect beautiful areas for the benefit of the nation. They came about as a result of the 1949 National Parks and Access to the Countryside Act, which put a legislative framework in place for the establishment of National Parks in England and Wales.

The first two National Parks were designated in 1951 and in 1957 the Bannau Brycheiniog National Park was designated covering an area of some 520 square miles (1346 sq. kilometres). Until 1995 the Bannau Brycheiniog National Park Authority was a joint committee of the then local County Councils until the Environment Act of that year laid down legislation to establish National Park Authorities as independent, special purpose Local Authorities.



WHAT DO NATIONAL PARKS DO?

National Parks have two purposes: Firstly, to conserve and enhance the natural and cultural environment of the park, and secondly to promote awareness and understanding and enjoyment of its special qualities. These special qualities have been described as:

- the landscape and natural beauty
- the peace and tranquility
- opportunities for walking and access to open countryside
- open spaces and qualities of remoteness
- traditionally managed farmland and
- wildlife

In so doing the National Parks also have a duty to foster the social and economic well-being of the communities within the Park.

In delivering on their purposes and duty there are five key functions of National Park Authorities. These are to:

1. act as Local Planning Authority
2. act as relevant Authority for access to open countryside under the CROW Act
3. facilitate environmental programmes
4. provide public information, interpretation and education services
5. deliver the sustainable development fund on behalf of the Welsh Government.



DESTINATION MANAGEMENT OFFICER

THE BRECON BEACONS NATIONAL PARK AUTHORITY

The National Park Authority consists of 18 members, 12 nominated by the seven Local Authorities in the area and the other 6 nominated by the Minister for Environment of the Welsh Government.

This split helps to ensure that the local and national interests are represented at National Park Authority level. There is a range of key committees responsible for managing the business of the Authority. In addition, working and advisory groups, both internal and external, have been established to help in the decision-making process. Some 110 full-time staff equivalents are employed in two Directorates – Nature and Climate Change and Planning and Place, as well as the Chief Executive's Department – PR & Communications, Finance, IT, Legal, Democratic Services and HR. Staff and Members cover a wide range of activities and services and it is the key role of officers to provide advice and guidance to Members of the Authority to help them make decisions and set the vision and strategies for the Authority.

The Authority's key strategic document is the National Park Management Plan, which sets our aims, strategic objectives and Priorities for Action for the Authority (www.beacon-npa.gov.uk). In addition to this, we have an adopted Local Development Plan (www.beacons-npa.gov.uk) which provides the framework for future development within the National Park. The Authority is also developing its State of the Park Report, which will summarise the changing status of environmental, social and cultural assets in the Park. With delegated responsibility for Rights of Way maintenance and management we are implementing the Authority's Rights of Way Improvement Plan.

National Parks in England and Wales are Category V protected landscapes as defined by the International Union for the Conservation of Nature (IUCN). This recognises the involvement of people in shaping the landscapes. Like all National Parks in England and Wales, agriculture is very influential in how the landscape is managed. A viable, profitable, broadminded and innovative farming sector, working in close collaboration with the Park's communities, local businesses and public and voluntary bodies is fundamental to the landscape's future management. Flexibility and adaptability will be important qualities to address the challenges of climate change, energy descent pathways and demographic and social changes ahead.

DESTINATION MANAGEMENT OFFICER

JOB DESCRIPTION

Post Title: Destination Management Officer

Grade: 7

Responsible to: Head of Engagement & Destination Management

Job Purpose:

To assist the development and implementation of policies, strategies and interventions to support Bannau Brycheiniog (Brecon Beacons) National Park as an exemplar sustainable tourism destination.

Co-ordinate research and gather evidence on the tourism industry and visitor impact. Engage with stakeholders to review and update the National Park's Sustainable Tourism/Destination Strategy and Visitor Management Plan.

Develop and implement a wide range of innovative projects and initiatives in line with the Sustainable Tourism/Destination Strategy and Visitor Management Plan to support the Authority's commitment to sustainable tourism.



DESTINATION MANAGEMENT OFFICER

MAIN DUTIES

Research & planning - To gather evidence & data on the tourism industry, honeypot sites and sites under environmental pressure across Bannau Brycheiniog (Brecon Beacons) National Park – gaining a wide understanding of the environmental, economic, social and cultural impacts of visitors across the National Park.

Coordination & Partnerships - To work with a wide variety of stakeholders including Visit Wales, Brecon Beacons Tourism Association, visitors, businesses, local communities, local authorities etc. to review the sustainable tourism/destination strategy and visitor management plan.

To work with businesses to enhance their skills in running a sustainable tourism business in the National Park, to widen business knowledge of the National Park area and the priorities laid out in the National Park Management Plan, the Sustainable Destination Strategy and the Visitor Management Plan.

Community & Stakeholder Relationships - To work closely with local communities (particularly Town and Community Councils) to understand and manage visitor pressures and ensure that the Sustainable Tourism Strategy/Destination Action Plan & the Visitor Management Plan are shaped by the needs and aspirations of local residents.

Visitor Management – to identify and implement key actions to manage the flow, impacts and behaviours of visitors, in order to protect the environment and local communities.

Place development -To work on a series of site-based interventions, working closely with local residents and community interests, businesses, land owners/managers and other stakeholders to implement existing and developing projects.

To work with the Head of Engagement & Destination Management to develop funding bids to enable key projects and/or to implement key recommendations from the destination strategy/visitor management plan.

Work collaboratively with tourism operators, key businesses, other stakeholders and across the Authority to ensure that the Authority's Delivery Plans are coordinated across all areas, and the Authority achieves its strategy and objectives.

Marketing & promotion - To work with BBNPA's Communication Team as well as local partners such as Brecon Beacons Tourism on developing social media and web-based messages about the destination, visitor management/visitor behaviour.

To attend meetings, seminars and conferences as required

To undertake any other duty, appropriate to the grade and nature of the post, as required by the Head of Engagement & Destination Management or Director of Planning & Place.

DESTINATION MANAGEMENT OFFICER

PERSON SPECIFICATION

Essential Criteria

Experience of working in tourism/visitor sector or supporting the development of tourism

Experience of project management in a destination management context

Relevant degree/HE qualification and/or significant experience in a related field

A strong commitment to stakeholder engagement

Excellent communications and negotiating skills

Self-motivated and enthusiastic

Experience of or ability to engage in partnership and team working

Good IT skills with experience of basic Microsoft applications

Current driving license

Welsh Language Level 0

Desirable Criteria

At least 2 years' experience in project management including budgetary control

Tourism, Countryside management, communications or similar degree/HE qualification and/or significant experience in these fields

Experience of communications and behaviour change work

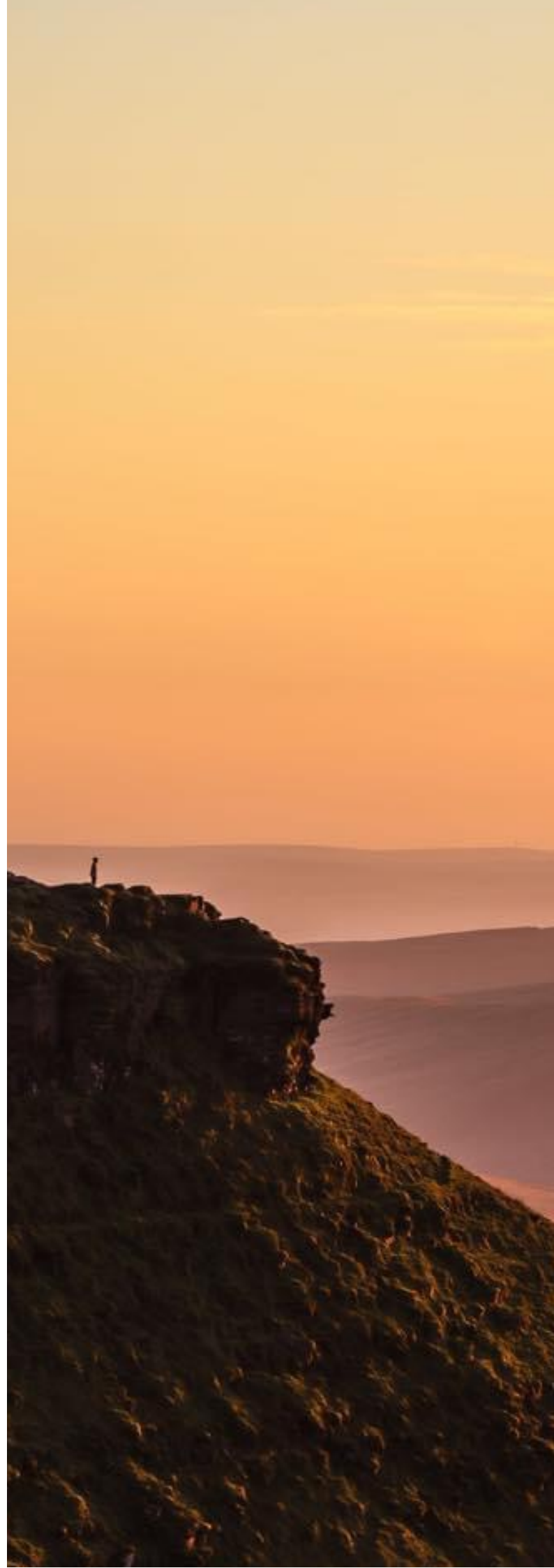
Demonstrated entrepreneurial ability

Knowledge of the National Park area and its landscape management context

Welsh Language Level 1

Note on Welsh Language Requirement

Please note: If you do not meet the Welsh language Requirements specified, then the Authority offers a variety of learning options and staff support to help you meet these requirements during your employment with us.



DESTINATION MANAGEMENT OFFICER

ADDITIONAL INFORMATION

Annual leave entitlement

23 days per annum plus 8 public holidays and 2 extra statutory days, pro rata. Leave entitlement rises annually to 26 days per annum after 5 years' service. If you transfer from the service of an outside Authority to the Brecon Beacons National Park Authority, you are able to bring with you your accrued leave entitlement (accrued due to length of service) up to a maximum of 26 days.

Pension

The pension scheme in place is a standard Local Government one; the employee contributes 5.5% (up to £16,500) which rises to 5.8% (£16,501) of their contractual hours worked and the employer currently contributes 20.9 %.

Location

The position will be based in the National Park Headquarters in Brecon.

EEA and Swiss nationals who are NOT eligible to apply for a right to work in the UK under the EU Settlement Scheme must have some other form of immigration permission entitling them to work from 1 January 2021 onwards.

Applications must be received by 11.00 a.m. on the morning of 27th November 2023. Unfortunately, late applications will not be considered.

Would candidates please note that it is not the practice of the National Park Authority to acknowledge applications, nor to inform candidates of the outcome of their applications. Please assume that if you receive no further communication, your application has been unsuccessful.

If you have a disability, please indicate this to us in a covering letter. Should you meet the essential criteria and be called to interview, please let us know of any special requirements needed.

Applications are welcomed and accommodated in either Welsh or English. An application submitted in Welsh will not be treated less favourably than an application submitted in English. We would be grateful if you could state in your application form if you wish to conduct your interview and assessment in Welsh or English. Should you be successful to the interview stage and wish to conduct your interview through the medium of Welsh, we will provide a simultaneous translation service for the benefit of non-Welsh speaking members of the panel.

Please note that all application forms and supporting information will be securely retained for six months and we may contact you should a suitable vacancy arise. After six months all application forms and supporting information will be destroyed. Should you object to your information being retained, please could you let us know and we will destroy your application form after the outcome of the recruitment process.

Where candidates are invited to interview, it is the Policy of the Authority to contact referees at that stage. Please could you identify any problems this may cause on your application form under the relevant section. Please note that when completing your application form you must be able to demonstrate how you meet the essential criteria set out in the person specification relevant to this post. You should also demonstrate how you meet the desirable criteria set out in the person specification, but do not be deterred from applying if you do not meet all of the desirable criteria.

PRIVACY STATEMENT

We process personal data relating to those we employ for employment purposes, to assist in the running of the authority and/or to enable individuals to be paid. The collection of this information will also be of benefit in:

- improving the management of workforce data
- enabling development of a comprehensive picture of the workforce and how it is deployed
- informing the development of recruitment and retention policies
- allowing better financial modelling and planning
- enabling monitoring of selected protected characteristics

The personal data includes identifiers such as name, date of birth, payroll (SAP) number, personal characteristics such as gender, disability and ethnic group, plus qualifications, performance and absence/occupational health information.

We will not share information about you with third parties without your consent unless the law allows or requires us to or we are required to share it to manage your employment contract with us. When we do share your data it will be via encrypted email software or password protected files. We are required to share some of your personal data with:

- HMRC
- Outsourced HR and Payroll Services (currently with Cardiff City Council and Carmarthenshire County Council)
- Powys County Council pensions who administer the Authority's pension scheme
- Local Government Audit and fraud detection teams

We store information relating to job applicants for 6 months and for employees for 7 years post-employment. Data is stored electronically on BBNPA servers. The employee records have access restrictions meaning only HR staff are able to view and process it. Physical records are stored in the HR office which is locked and within locked filing cabinets.

If you require more information about how we store and use your personal data or would like to request that your details be removed, please contact the HR Officer.

Data controller: Brecon Beacon National Park Authority, Plas Y FFynnon, Cambrian Way, Brecon, LD3 7HP
Contact: Jessica Holifield, HR Officer
Telephone: 07854997520

Data protection officer: Marc Ronan

As part of any recruitment process, the Authority collects and processes personal data relating to job applicants. The Authority is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

PRIVACY STATEMENT

What information does the Authority collect?

The Authority collects a range of information about you. This includes: -

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration;
- whether or not you have a disability for which the Authority needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK; and
- equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health, and religion or belief

The Authority collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment, including online tests.

The Authority will also collect personal data about you from third parties, such as references supplied by former employers and information from criminal records checks. The Authority will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

Why does the Authority process personal data?

The Authority needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, the Authority needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

The Authority has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Authority to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Authority may also need to process data from job applicants to respond to and defend against legal claims.

The Authority processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

Where the Authority processes other special categories of data, such as information about ethnic origin, sexual orientation, health or religion or belief, this is for equal opportunities monitoring purposes.

PRIVACY STATEMENT

For some roles, the Authority is obliged to seek information about criminal convictions and offences. Where the Authority seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

The Authority will not use your data for any purpose other than the recruitment exercise for which you have applied.

Who has access to data?

Your information will be shared internally for the purposes of the recruitment exercise. This includes members of the HR and recruitment team, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is necessary for the performance of their roles.

The Authority will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment, or it is required to in law. If you are successful in your application subject to references Authority will then share your data with former employers to obtain references for you and, if the nature of the role requires it, the Disclosure and Barring Service to obtain necessary criminal records checks.

The Authority will not transfer your data outside the European Economic Area.

How does the Authority protect data?

The Authority takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties.

For how long does the Authority keep data?

If your application for employment is unsuccessful, the Authority will hold your data on file for six months after the end of the relevant recruitment process and employment opportunities. At the end of that period your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new privacy notice.

Your rights

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the Authority to change incorrect or incomplete data;
- require the Authority to delete or stop processing your data where the data is no longer necessary for the purposes for which it was originally obtained;
- object to the processing of your data where the Authority is relying on its legitimate interests as the legal ground for processing; and
- ask the Authority to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Authority's legitimate grounds for processing data.

PRIVACY STATEMENT

If you would like to exercise any of these rights, please contact Jessica Holifield, HR Officer. Email: jessica.holifield@beacons-npa.gov.uk . You can make a subject access request by contacting the Authority's, Corporate Services Officer, Marcia Zurian. Email: marcia.zurian@bacons-npa.gov.uk. Email: Data Protection Officer via dpo@beacons-npa.gov.uk

If you believe that the Authority has not complied with your data protection rights, you can complain to the Information Commissioner.

What if you do not provide personal data?

You are under no statutory or contractual obligation to provide data to the Authority during the recruitment process. However, if you do not provide the information, the Authority may not be able to process your application properly or at all.

You are under no obligation to provide information for equal opportunities monitoring purposes and there are no consequences for your application if you choose not to provide such information.

