

PERSON SPECIFICATION

Job title: Interpretation and Place Officer

Directorate: Corporate Strategy

Requirements & Criteria	Essential/ Desirable	Criteria marked with a star will be assessed from your application form. Please see below for further details
Knowledge/Experience		
Proven track record of delivering strategic interpretation activities	E	★
Writing inspiring, effective and targeted communications	E	★
Management and evaluation of external contracts and suppliers – particularly interpretation agencies and designers	E	★
Working proactively with communities/places to develop interpretation	E	★
Graphic design use of InDesign	D	★
Development of interpretation toolkits	D	
Production and editing of video content	D	
Understanding the ethos of National Parks	D	
Education/Qualifications		
Degree level education	E	★
Background in developing and delivering strategic interpretation activities	E	
Skills/Abilities		
High level communication skills	E	★
Project management skills with ability to work across multi-disciplinary teams	E	★
Graphic design skills	D	
Ability to train and support relevant stakeholders in all aspects of the role	D	★
Good team player with ability to work independently when needed	E	

Completing your application form – Those criteria marked with a star ★ above will be assessed from your application form and will determine which candidates are shortlisted for interview. You are advised to ensure that you demonstrate on your application form how you meet each of these criteria, giving details of your qualifications and examples of specific experience.