



Skills Development & Events Officer (Part-Time)

Job Description

Aden Country Park Restoration & Redevelopment Project

National Lottery Heritage Fund (NLHF)

1. JOB PURPOSE

The part-time Skills Development & Events Officer will play an important role in the delivery of the remaining aims and objectives outlined in the Aden Country Park Restoration & Redevelopment NLHF Project Activity Plan. This includes the co-ordination and delivery of a range of events and activities aimed at retaining and increasing visitor numbers, whilst enhancing Aden Country Park as a visitor destination. The post will also be responsible for co-ordinating and encouraging volunteer participation, improving the overall visitor experience, assisting with marketing and promotion, and delivery of a wide range of interpretation, training and skills opportunities for volunteers and staff.

2. MAJOR TASKS

1. Oversee and update the series of Aden Country Park social media channels (Facebook, Twitter, YouTube etc), along with keeping the Aden website updated via the user-friendly content management system.
2. Assist in the writing, editing, and development of park wide interpretation materials e.g. leaflets, education pack, visitor information centre, signage, trails etc.
3. Maximise existing events, whilst developing, co-ordinating and delivering a range of new diverse activities based on the main themes of the Activity Plan e.g. Archaeology at Aden, Aden Education, Aden for All, Wild Aden, and Aden Skills/ Aden Training.
4. Co-ordinate and promote the official Aden Country Park Restoration & Redevelopment NLHF Project launch event being planned for Sunday 24th September 2023.
5. Design and develop a series of promotional material associated with the events, activities, skills and learning opportunities, which both use the new Aden brand guidelines, and helps to retain and increase park visitor numbers.
6. Work in partnership with our Council and community park partners, along with proactively building the number of partners who can assist with the development and delivery of a wide range of events, activities and learning opportunities.
7. Help support our community park partners as and when required e.g. Friends of Aden, Mintlaw & District Men Shed group, and the Aden Community Allotments Association.
8. Produce and maintain a 'Diary of Events' which is promoted both offline and online via the Aden website, social media, posters, press releases, local radio etc.
9. Promote awareness and understanding of the natural and cultural heritage of Aden.
10. Develop events, skills, activities, training, volunteer and learning opportunities for specific

target markets e.g. Local Audiences, Wider Audiences, Education, Disabled and BAME.

11. Work in partnership with local schools on the development of the education resource.
12. Promote and develop community and volunteer involvement through partnership working with our community park partners, Council Services, individuals, and other interest groups.
13. Develop, assist, and deliver, volunteer and staff training opportunities.
14. Liaise with the Project Team, Council officials, Friends of Aden, consultants, contractors, specialists, and other bodies timeously to ensure successful progression of the project.
15. Attend Project Team, Working Group, and Development Group meetings.
16. Provide regular progress reports or the Project Co-ordinator, Project Team and the NLHF.
17. Develop, maintain, and manage monitoring records for all events, activities, volunteer, skills development, and education opportunities.
18. Monitor quality standards.
19. Investigate and resolve complaints where required.
20. Assist, as required, in the delivery of strategic documents e.g. Activity Plan, Management & Maintenance Plan and conditions related to the project match funding submissions.

3. DUTIES TYPICALLY INCLUDE:

1. Arrange a series of events and activities within the park, including the main launch event.
2. Develop, assist, and deliver a programme of volunteer, skills development, and education training opportunities for both volunteers and staff.
3. Develop relevant marketing and promotional material.
4. Keep the Aden Country Park social media channels and website updated.
5. Help develop and edit written content for interpretation.
6. Keep records of visitor numbers
7. Analyse visitor, event, volunteering, and skills development numbers/demographics so that they feed into the park monitoring and evaluation work.
8. Liaising with Aberdeenshire Council's Landscape Services, Ranger Service, Cultural Service, Friends of Aden, Buchan Development Partnership other project partners.
9. Developing contacts with event providers, special interest groups etc.
10. Keeping Park staff and targeted audiences up to date with events programmes.
11. Dealing with visitor enquiries/complaints as appropriate.
12. Giving illustrated talks, working with partners as required, both within and out with Aden Country Park.

4. QUALIFICATIONS & TRAINING

ESSENTIAL:

- Educated to degree level or equivalent transferrable skills and experience.
- Current valid driving licence and ability to travel.

DESIRABLE:

- Educated to degree level in public relations, marketing, environmental studies, archaeology, history, heritage or another relevant subject.
- Training in effective communication.

	<ul style="list-style-type: none"> • Training in working with volunteers and community groups.
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5. EXPERIENCE	
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ESSENTIAL:	<ul style="list-style-type: none"> • Experience of developing, co-ordinating and delivering a wide range of events, activities, and training opportunities • Proven experience of effective communication through electronic media and other forms of engagement. • Experience of working in an arts, heritage, or conservation environment • Experience of promoting a project or initiative from inception to completion.
DESIRABLE:	<ul style="list-style-type: none"> • Experience of partnership working between public, private, or voluntary sector organisations as well as schools and community groups. • Experience in a similar position

6. KNOWLEDGE & SKILLS	
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ESSENTIAL:	<ul style="list-style-type: none"> • Through knowledge of methods of public engagement and communication • Excellent organisational and communication skills • Ability to effectively monitor budgetary expenditure. • Ability to demonstrate sound analytical and problem-solving skills. • Approachable and enthusiastic • Accuracy and attention to detail • Ability to work independently and as part of a team. • Proficient in the use of Microsoft Office packages
DESIRABLE:	<ul style="list-style-type: none"> • Knowledge and understanding of the HLF Parks for People programme. • Knowledge of built, environmental, and cultural heritage, heritage engagement and interpretation. • Knowledge of developing public understanding of heritage. • Knowledge and experience of carrying out community consultation. • Knowledge and understanding of working for a visitor attraction e.g. Country Park • Ability to work effectively under pressure to meet deadlines and targets. • Ability to maintain effective records for monitoring and evaluation purposes. • Good financial acumen • Knowledge of website and data management