

CONSERVATION AND VISITOR EXPERIENCE DIRECTORATE

DIRECTOR OF CONSERVATION AND VISITOR EXPERIENCE (Permanent; Full time; band G)

Purpose

To provide strategic leadership, clear organisational vision and long term direction for the National Park Authority on Conservation and Visitor Experience and to ensure operational effectiveness within these areas. To ensure the National Park Land Management, Conservation and Visitor Services teams provide a high quality service for all external customers and ensure a high standard of corporate governance and service delivery including financial and staff management.

To deliver the necessary strategic partnerships with other organisations with a view to achieving successful implementation of the National Park Authority's statutory purpose and the outcomes identified by the National Park Partnership Plan and the National Park Authority's Corporate and Operational Plans.

Responsibilities

- **Statutory Compliance:** Ensure that the National Park Authority fulfils its statutory aims and carries out its statutory functions achieving the highest standard of outcomes and service delivery in relation to Conservation and Visitor Experience aims and objectives.
- **Strategy and Policy:** To lead the National Park Authority on Conservation and Visitor Experience issues, providing clear strategic guidance to the Management Team, National Park Board and other partner organisations. Ensure the development and implementation of plans, policies and programmes and systems as may be required to achieve the National Park Authority's aims.
- **Governance:** In conjunction with the National Park Authority's Management Team ensure the necessary high standards and procedures are in place to deliver effective Corporate Governance and Board Member engagement which complies with Scottish Government requirements of a Non Departmental Public Body (NDPB).
- **Performance and Staff Management:** Ensure the proper monitoring and evaluation of the National Park Authority's performance against the Park Plan/Corporate Plan and Operational Plan and drive high performance within the National Park Authority team for Conservation and Visitor Experience.
- **Innovation:** In conjunction with the National Park Authority Management Team, identify any opportunities for improvement and deliver innovative, efficient and effective solutions to capitalise on these both in the short and long term.
- **Resource Management:** Ensure that robust processes and procedures are adhered to within Conservation and Visitor Experience to manage and safeguard public monies and

assets entrusted to the National Park Authority and that financial and human resources are effectively allocated to deliver identified outcomes and specified performance targets, ensuring best value at all times.

- **Relationship Management:** Identify, review and develop positive and productive strategic and operational relationships with key partners to ensure the delivery of Conservation and Visitor Experience aims. Represent the National Park Authority to partners, the Scottish Government, Ministers and members of the Public, and secure partnership commitment and support by influencing the work of others.
- **Positioning the Authority:** Ensure that the integrity and reputation of the National Park and the Authority is safeguarded and positively positioned in the public arena at all times.

Key Performance Areas

- To develop and deliver the Conservation and Visitor Experience strategies and policies for the National Park Authority and to ensure these are effectively communicated to the National Park Authority Operational Management Group, Management Team, Board and partners where relevant;
- To deliver an effective service to land managers that delivers the National Parks aims;
- To develop the Cairngorms Nature partnership and specific landscape-scale conservation projects;
- To be the lead on the National Park Authority Management Team for Conservation and Visitor Experience;
- To represent the National Park Authority externally at a strategic level on all areas concerning Conservation and Visitor Experience and ensure effective teaming at all levels with our key strategic partners;
- To be a spokesperson for the National Park Authority on all Conservation and Visitor Experience issues and ensure the reputation of National Park Authority is safeguarded at all times;
- To ensure effective cross functional teaming across the National Park Authority specifically the Visitor Experience and Rural Development Teams and Conservation Specialists and Planning teams; and,
- To deliver against National Park Authority corporate plan through effective management of people and resources.

Person Specification - Knowledge, experience and training

ESSENTIAL

- Must have a degree or equivalent in a relevant discipline;
- Excellent leadership, management, organisational, analytical, interpersonal, communication and negotiation skills;
- Must have experience of developing and implementing policy in any one or more of a

number of relevant subjects in the general area of Conservation and Visitor Experience;

- Must have a good understanding of the CNPA's role as an enabling organisation, and the importance as well as the practical implications of working in partnership;
- Should be an innovative thinker, able to generate or seek out through discussion with others, new ideas and new ways of approaching problems. Must be capable of assessing complex policy issues and developing solutions;
- Must have experience of managing staff with a range of seniority and with different specialisms and be able to foster their further development within the organisation;
- Must have the initiative, vision and drive to develop the job and the work of the directorate alongside the evolution of the CNPA, and to make a positive contribution to creating the culture and reputation of the whole organisation;
- Must have extensive knowledge and experience in the management of the major functional business areas of Conservation and Visitor Experience, commensurate with providing a lead in these areas to CNPA, and with being recognised as an organisational expert; and,
- Full UK driving licence or access to a driver if disability prevents driving.

DESIRABLE

- Should have a good appreciation of work in the public sector, a good understanding of the private sector in rural areas and show awareness of the pressures and constraints in both sectors; and,
- Should be able to demonstrate objectivity in providing advice to other teams within CNPA and externally on a range of Conservation and Visitor Experience issues.

June 2017