

**JOB TITLE:** Community Engagement Officer (development phase)

**SALARY:** £25,000 – 30,000 pa dependent on experience.  
9 months fixed term contract with potential to extend,  
subject to the award of a delivery phase grant.

## **ABOUT THE ROLE**

This is an opportunity for an experienced Community Engagement Officer to work at Hertford Castle as part of Hertford Town Council and in partnership with East Herts Council and the Countryside and Rights of Way team at Hertfordshire County Council. This is an exciting time for you to join us and develop your career supporting the delivery of a significant parks improvement project funded by a National Lottery Heritage Fund grant. Working closely with the Project Manager you will further develop a programme of events that celebrate the historical and natural heritage of the park and that support people's health and wellbeing.

This role will be at the centre of the project with the post holder working to engage the community during the development phase of the NLHF project as part of a multi-disciplinary project delivery team.

## **MAIN AREAS OF RESPONSIBILITY**

### **Community Engagement**

A partnership project between East Herts District Council and Hertford Town Council is seeking to engage the broadest possible range of audiences to engage them with the natural and built heritage of Hertford Castle. We aim to engage these audiences at a range of levels and enable participation in a structured and supportive environment.

- Maintain a positive and highly visible public profile for the project and promote its progress via existing and new channels, this may include writing content and producing and editing video and photography.

- Identify demographic gaps in the current visitor base and the reasons they exist. Communicate these with the project team and work towards addressing them.
- Consult organisations representing minority groups to ensure inclusiveness and accessibility, from the promotion and running of events to recruiting volunteers to interpretation.

## **Events Programme**

We aim to firmly establish the identity of Hertford Castle, encourage greater use, awareness and understanding of its heritage through public participation in a 2-phase events programme. The project is targeting a broad spectrum of potential participants and contributors including stakeholders, existing users, local businesses, special interest groups, local clubs and societies, youth groups and local schools.

- Develop in partnership with stakeholders and in consultation with a specialist external advisor: an introductory events programme for the project development phase, and a detailed events and engagement programme for the project delivery phase (covering 33 months) that can be sustainably continued into the future, to form part of the stage 2 NLHF bid documentation.
- Delivery of the introductory programme both directly, through existing partners and through newly engaged members of the community. Enable volunteers to participate in and contribute to the events programme through appropriate training and support.
- Manage publicity and promotion of events through existing and new channels to ensure participation is maximised across a broad spectrum of the community.

- Work with local groups, businesses and other stakeholders to develop a network of events providers and participants in advance of the main project delivery phase.
- Add value to existing town and district council events held at the castle. Ensuring that events associated with this project compliment, and do not negatively impact upon, the established events calendar.

## **Interpretation**

We intend to encourage visitors to engage with natural and cultural heritage outside of planned events through a diverse and accessible range of interpretation installations.

- Develop an innovative interpretation plan for the project delivery phase in partnership with stakeholders and in consultation with a specialist external advisor to form part of the stage 2 NLHF bid documentation.

The duties and responsibilities listed above describe the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time be necessary.

## **ABOUT THE PROJECT**

Hertford Castle provides the people of Hertford and the wider district with a unique community asset that is already well used as a public greenspace. However, the natural and anthropogenic heritage is in poor condition and poorly understood. Our vision is to transform Hertford Castle Park and Gardens into a safer and more welcoming gateway to the historic town of Hertford with a distinct coherent identity which recognises its cultural and natural heritage as well as its amenity value, and to

ensure the future protection of this heritage by engaging visitors and local communities with their importance.

During this project Hertford Town Council and East Herts District Council will make the historic features within the grounds more prominent and develop accessible interpretation using diverse media that appeal to a range of visitors. The project partners will also expand the range of heritage events and volunteering opportunities to bring Hertford Castle's heritage to life. The gardens will be replanted in a regency style to reflect the historic character of the site. Furthermore, the new play area, which will be designed to facilitate imaginative and sensory play, will be inspired by Hertford Castle to engage the park's youngest visitors with its history.

The natural heritage of the site will be restored maximising the site's value to wildlife as well as people. By restoring the river through in channel works and facilitating fish passage at the Hertford Castle weir, and enhancing the neighbouring habitats with tree and wildflower planting, Hertford Castle will be turned into an important stepping stone for wildlife and a place for local residents to connect with nature.

Inclusiveness will be a focus for the project from design through delivery; heritage events as well as artistic displays will celebrate the diverse people who live in Hertford today and those who have played an important role in the town's past. The grounds will become more welcoming with step free access throughout, improved active travel infrastructure and improved public safety utilising positive crime deterrents such as increased visibility. The castle gardens will also be enhanced as a multi-use space; following refurbishment, the pavilion will become an ideal venue for small outdoor performances while classes and wellbeing activities will be encouraged in the grass areas.

'Hertford Castle Transformation' is a National Lottery Heritage Fund (NLHF) project which will transform Hertford Castle, developing it as a hub for activities and for the town council to engage with the community, increasing its value to the public, and connecting people with cultural and natural heritage.

## **ABOUT YOU**

This motivated and multi-disciplinary team is looking for someone with a flair for engaging support from the community. Successful candidates will have experience of community engagement projects and will need to combine plenty of enthusiasm, with the initiative to work autonomously and the drive to achieve great results.

The ideal applicant will:

- Be able to communicate effectively using a variety of media, and targeting communications to the appropriate recipient;
- Be a competent computer user (Word, Excel, Power-point);
- Be able to collate, compile and analyse data and prepare basic draft reports;
- Have an ability to plan their own time and manage workloads effectively, ensuring that deadlines and timescales are met;
- Have experience in organising and delivering successful events;
- Have experience managing social media accounts;
- Have knowledge of working in the heritage sector and /or delivery of grant funded projects;
- Have experience of promoting equality diversity and inclusion;
- Have experience of project evaluation (desirable);
- Be able to work effectively as a member of a team;
- Be able to develop and maintain effective relationships with key stakeholders, internally and externally;
- Have experience working with volunteers;
- Have political sensitivity and experience of working with Members.

Officers are expected to support the project manager with preparing regular financial reports and project progress reports as well as a final evaluation report. Occasional weekend working will be necessary. Activities requiring manual handling will be necessary from time to time, for which training will be given.

## **ABOUT US**

East Herts is consistently rated as amongst the best areas in the country to live, with excellent schools and healthcare, a huge array of green space, beautiful waterways, unique market towns and picturesque villages. We also enjoy high levels of employment and a diverse local economy.

Our vision is to preserve the unique character of East Herts and ensure it remains one of the best places to live and work. To accomplish this, our focus is to improve the health and wellbeing of our communities, enhance the quality of people's lives and enable a flourishing local economy.

We are dedicated to staff development and individual success providing a supportive work environment and development opportunities whilst enjoying a positive work-life balance.

### **Benefits of working for us**

- A variety of flexible working options available including home working (when appropriate)
- A fantastic working environment based in Hertford Council
- Local Government pension scheme
- Professional environment where your development is supported by the organisation

- Flexible and supportive team

## **EQUAL OPPORTUNITIES**

We are committed to openness and equality of opportunity in every activity, from the way we employ staff to the way we deliver services. It is a central responsibility of members, managers and employees to ensure that every individual that we come into contact with is treated with dignity and respect. A copy of the full policy, entitled Putting People First will be given to all staff, and a full briefing on the contents of the policy is included in induction.

## **DISCLOSURE AND BARRING CHECK**

N/A

## **HEALTH AND SAFETY**

It will be the duty of every employee while at work to take reasonable care for the Health and safety of themselves and of other persons who may be affected by their acts or omissions at work.