



HERTFORD TOWN COUNCIL



# Community Engagement Officer

## Job Description

**Job Title:** Community Engagement Officer, Hertford Castle Greenspace Renewal  
**Job Type:** Fixed Term Contract until 30<sup>th</sup> May 2025  
**Start Date:** ASAP  
**Hours:** 37 hours per week (some evening and weekend working will be required)  
**Location:** Hertford  
**Salary:** £28,500 (Pro Rata)

## Hertford Castle Greenspace Renewal

Some exciting changes are being planned for the greenspace at Hertford Castle, with nearly £350,000 being awarded to develop plans for nature conservation, heritage preservation and infrastructure improvements.

Hertford Castle Greenspace Renewal (HCGR) has been made possible thanks to the National Lottery Heritage Fund. Thank you to National Lottery players.

East Herts District Council, Hertford Town Council and Hertfordshire County Council's Countryside Management Service are collaborating to develop plans for the project.

You can find some initial information about the project on the Hertford Castle website: [hertfordcastle.co.uk/greenspacerenewal](http://hertfordcastle.co.uk/greenspacerenewal)

## Role Overview

- Funded by the National Lottery Fund as part of the partnership between Hertford Town Council and East Herts District Council.
- Responsible for the delivery of a proactive and regular programme of engagement activities to promote the Hertford Castle Greenspace Renewal.
- Develop a community engagement programme, with particular focus on priority audiences, including those who do not currently visit or engage with the site, for both the Development Phase and the Delivery Phase.

## Responsibilities

- Develop Activity Plan and Interpretation Plan for submission as part of the National Lottery Heritage Fund Delivery Phase application.
- Responsible for high visibility acknowledgement of the National Lottery Heritage Fund on site, online and in all activities as well as using the project to acknowledge and thank National Lottery Players.
- Take proactive measures to be inclusive, remove barriers to access and reach new and diverse audiences.
- Deliver BioBlitz and other events for schools or the wider public.
- Deliver geophysical surveying public event.
- Deliver and evaluate visitor observation surveys.

- Deliver a programme of Focus Groups for stakeholders, volunteers, and the wider public, especially audiences who have been under-served.
- Undertake consultation with stakeholders and the wider public to inform them of delivery phase proposals.
- Develop a network of partners and identify new partnership opportunities, particularly with local cultural, heritage and community groups, to support audience development and deliver engagement opportunities for priority audiences.
- Use innovation and new technology to expand the reach of community engagement activities to target specific groups including young people, schools, colleges, hard to reach groups etc.
- Develop and deliver creative and high-quality digital content.
- Develop printed and online resources and materials.
- Ensure activities and resources are accessible and inclusive.
- Recruit, train and support volunteers to add value to the delivery of the community engagement programme.
- Methodical prospect research to identify new funding opportunities.
- Write compelling funding proposals to acquire additional funding.
- Identify and report on issues and risks that may compromise the effective delivery of the community engagement programme.
- Ensure all contact is recorded and provided in reports.
- Responsible for evaluation and reporting on areas of responsibility.
- Support the project by undertaking other duties as required.

## **Skills and Experience**

### **Essential**

- Good project management skills.
- Good Microsoft Office skills.
- Experience of writing, collating and submitting detailed reports.
- Experience of designing and developing innovative and interactive engagement and communication tools and activities.
- Natural ability to network and build authentic relationships with key stakeholders, partners, people in communities and colleagues.
- Analytical mindset, allied with a creative, flexible approach to identifying new opportunities and the best solutions to challenges.
- Understands the common goals of the team and collaborates effectively.

### **Desirable**

- Experience of working with community groups, marginalised audiences and third sector/voluntary organisations to co-create and develop audience focused engagement activities and programmes.
- Understanding and experience of safeguarding principles for children, young people and adults at risk.
- Experience or knowledge of using best practice co-design and participatory approaches in community programming development and delivery.
- Experience or knowledge of delivering externally funded projects and working within reporting frameworks, budgets and timescales.
- Experience of graphic design, along with photography and video editing.
- Knowledge and awareness of the challenges that people face and the barriers they may have, preventing engagement with heritage or community activities.
- Interest or experience of conservation and heritage management.