

Job Description – Head of Recreation & Public Affairs

Job Summary

As Head of Recreation and Public Affairs, you will lead and direct the Recreation and Public Affairs Team, working collaboratively with other teams and functions to deliver the wider Forest District Business Plan and District Strategy. You will champion improvement in our health & safety culture and visitor experience, encourage effective and efficient delivery of programmes, championing innovation. You will be responsible for delivering significant income to the District.

Key Responsibilities & Accountabilities

Leadership Responsibility

- provide a clear sense of direction and accountability for the Recreation and Public Affairs team: lead and inspire the team to work in synergy to deliver excellent results aligned with the District Strategy and wider organisational objectives
- lead the team to deliver significant programmes, collaborating and innovating with others including external partners in order to embed shared delivery of goals and Key Performance Indicators in demanding and busy environments
- promote a positive and inclusive culture in the team and actively foster cross-functional collaboration and support
- ensure compliance with organisational guidance and procedures and communicate the importance of working safely, to manage risk across operations for staff, contractors, and visitors.
- embed a culture of continuous improvement, promoting learning and development opportunities amongst the team as well as wider network of partners, contractors, and volunteers

Strategic Responsibility

- constantly develop the strategic direction for Recreation and Public Affairs for the district, ensuring that it is consistent with emerging national priorities
- engage proactively and respond constructively to existing and prospective markets. Ensure our marketing approach generates the best possible outcome
- communicate our strategy and the value of our work to colleagues, visitors, and other stakeholders
- Implementation of the agreed plans is through the wider team

Management of Resources

- lead district team, efficiently manage resources to enable effective delivery of the district delivery plan and BAU operations
- own, review and regularly update the Recreation and Public Affairs Business plan and investment pipeline, accurately construct, monitor, reforecast and report on budgets throughout the year

Stakeholder Engagement, Representation and Communications

- maintain professional and productive relationships with stakeholders across the full range of Recreation, Public Affairs and District interests

Location-Specific Information (optional)

The East District covers a large geographical spread from Norfolk down to the Kent and Sussex coast. It encompasses 3 main Visitor Centres in Bedgebury, the Chilterns and near Thetford. We are always seeking to develop our offer to visitors and improve their experience. This role will be responsible for leading this vital work for the District and those who visit our forests.

Skills, Knowledge & Experience

Essential Professional and Technical experience

- a proven track record in leading teams of staff & managing contractors, customer and other stakeholder relations is essential for this post
- experience of planning and delivering excellent visitor experiences and visitor attractions as well as successfully integrating a collaborative approach to team working
- experience of budget management, financial monitoring, cost control and income generation
- commitment to maintaining and improving approaches to health and safety
- strong communication and coaching skills.