

## Job description - Parking Manager (PB5)

### Job summary

Parking is an important service we provide to our visitors. Sitting within the South Forest District team, the South District Parking Managers will manage and coordinate the New Forest Parking Team and New Forest Parking Service to ensure the provision and smooth running of paid-for car parks within the New Forest, the protection of important habitats, and the provision of outstanding customer service to our visitors.

The aim of the New Forest Parking Team is to:

- support a smooth customer journey, including payment and car parking experience.
- contribute to the sustainable financing of our work to care for the land we manage through the enforcement of car park charges.
- protect sensitive habitats from damage caused by irresponsible car parking, including outside of official car parks.
- connect people to Forestry England through high quality customer service, positive engagement, and the sale of memberships.
- support the work of our wider ranger team to care for the land we manage.

The Parking Manager will manage a parking service in the New Forest which provides a positive visitor experience while protecting important landscapes and wildlife. It ensures that parking charges are fairly enforced, car parks, signage and payment machines are well maintained, and essential income is safeguarded.

The service plays a vital role in:

- supporting visitor enjoyment by helping to maintain facilities and offering friendly, accurate information to the public.
- generating income through effective management of car park charging and the New Forest Parking Team.
- protecting sensitive habitats by monitoring and preventing unauthorised parking.

Through this, the New Forest Parking Team helps to balance visitor access with conservation, ensuring car parks remain safe, welcoming, and sustainable.

## Key responsibilities & accountabilities

The role will involve:

### Team management

- line-manage the New Forest Parking Team (around 5-6 employees, including South District Parking Coordinator and South District Parking Rangers).
- create and manage roster to ensure 7-day cover to include morning/ evening car park visits and occasional car park visits during the night (in pairs).
- ensure smooth handovers and consistent messaging within the New Forest Parking Team.
- recruit and provide training to staff.
- manage health and safety, including risk assessments.
- ensure parking-related policies, procedures, and guidance documents are up to date and communicated.

### Customer & public support

- respond to enquiries from customers and stakeholders that have been escalated to you, resolving issues and maintaining positive relationships.
- ensure the complaints process is followed and respond to complaints that have been escalated to you, ensuring timely and professional resolution. Liaise with our district communications and national parking teams.
- ensure that visitors are able to buy Forestry England membership on-site from the Parking Rangers, liaising with the national membership and customer relations teams.
- support the Customer Relations Team using the Customer Relationship Management (CRM) system *Connections*.

### Parking enforcement

- ensure that parking enforcement is undertaken following Forestry England Parking Enforcement Policy and the guidelines set out by Forestry England's National Parking Team, our parking enforcement supplier and the British Parking Association.
- ensure the management of parking enforcement within recognised areas, such as car parks (non-payment) and prohibited areas (no parking areas) such as gateways, verges and access roads.
- ensure the Parking Rangers undertake the monitoring and issuing of Parking Charge Notices to vehicles which have contravened the New Forest Parking Terms and Conditions, in line with the guidelines set out by Forestry England's National Parking Team, our parking enforcement supplier and the British Parking Association.
- support Forestry England's National Parking Team with queries, complaints and appeals relating to Parking Charge Notices.
- ensure the 'Approved Parking Register' (Green List) is maintained and up to date at all times.

### **Responsible visitor enjoyment**

- ensure compliance with the Habitats Regulations by following the Monitoring Protocol set out in the New Forest Car Park Charging Background Documents to Accompany the Habitats Regulations Assessment (HRA).
- ensure the Parking Rangers help visitors to enjoy the New Forest responsibly by enforcing Public Spaces Protection Orders (PSPOs) through the issue of fixed penalty notices (after training and authorisation). These ban the lighting of fires of any type, including barbeques, and the placing/ throwing/ dropping of items likely to cause a fire, such as lit cigarettes. They also ban the feeding and petting of ponies or donkeys.

### **Operations & equipment management**

- ensure the continuous operation of car park payment machines.
- ensure that car park charging signs remain visible and in good repair.
- ensure that car park machines and signs are serviced and repaired immediately, liaising with external contractors and suppliers.
- manage the car parking budget and provide financial reports as required by the District and National reporting timetables.
- ensure that purchasing and payment is carried out in line with Forestry England procurement policy guidance.
- gather data and information to support your analysis and decision-making activity.

### **Visitor facilities**

- ensure the New Forest Parking Team provides support to the wider ranger team by checking facilities, reporting issues and helping with litter picking and the opening/closing of toilets, car parks and barriers as necessary.

Carry out other tasks reasonably requested by your line manager.

### **Location-specific information**

This role is primarily based in the New Forest. However, the post holder may be required to assist and work at other parking sites within the South Forest District.

A full UK driving licence is essential. Travel between sites within the New Forest is required. Travel to other locations may be required for meetings, training or operational purposes.

## Skills, knowledge & experience

### Essential professional and technical experience

- experience of managing a team, including allocation of time and tasks.
- experience of working with risk assessments and managing health and safety.
- experience of delivering tasks across multiple work areas, to deadlines.
- experience of handling complaints and resolving issues.
- experience of managing a budget and procurement.
- experience of maintaining positive relationships with stakeholders and partners.
- excellent organisational and communication skills.
- competent IT user with experience of Microsoft Office suite of applications (Word, Excel, Teams and Outlook).
- this is a customer-facing role, and therefore requires a high level of fluency in spoken and written English to ensure clear and effective communication.

### Desirable professional and technical experience

- experience of safe working in an outdoor setting.
- experience of working in parking operations and/or an enforcement role, facilities management, or countryside site management.
- awareness of environmental protection issues and the importance of safeguarding sensitive habitats.
- understanding of Public Spaces Protection Orders (PSPOs) and their enforcement.
- experience of collaborating with enforcement agencies or contractors.
- experienced user of MS Office 365 SharePoint, and online portal systems.
- experience of working with Customer Relationship Management (CRM) software.

## Qualifications

### Essential

- a GCSE in Maths and English or Functional Skills equivalent.