



Exmoor National Park Authority

Recruitment Pack

Information Advisor (Lynmouth)

(Seasonal fixed term contract - 29 March to 2 November 2025)



Working
together
for **Exmoor**

Welcome Message

Thank you for your interest in our in the role of Information Advisor at our Centre in Lynmouth.

What makes Exmoor National Park such a special place? A unique landscape of moorland, woodland, valleys, and farmland, shaped by people and nature over thousands of years. Where high cliffs plunge into the Bristol Channel. On Exmoor, it is still possible to find tranquillity and peace as well as rediscover your sense of adventure, to catch a glimpse of wild red deer, be amazed by dark skies full of stars, and explore villages full of character.

Our vision is to ensure Exmoor National Park has a thriving living landscape and is a place where people can enjoy and benefit from Exmoor's special qualities and sustainable communities. Our Development Management team play a key role in the achievement of this vision and make a real difference to our local communities.

In addition, the Authority works with others to help foster sustainable rural development by promoting partnership working and encouraging leadership and contribution from all those involved in this beautiful area.

We have a fantastic staff team who are skilled and committed to the best outcomes for Exmoor. To join the team, you will have experience of working with the public in a service capacity, good numeracy skills, be an excellent communicator and have a helpful, confident, and diplomatic manner. If you have knowledge of the Exmoor area and you feel you have the skills and experience to be an Information Advisor, then I hope you will explore these pages further and apply for our post.

If you would like an informal discussion about the position, please contact Dan James, Enterprise and Communications Manager, on 01398 322222, or Louisa Lawes, Centre Manager, on 01598 752509.

We look forward to hearing from you.



A handwritten signature in black ink, appearing to read 'S. Bryan', written in a cursive style.

Sarah Bryan
Chief Executive

Background Information



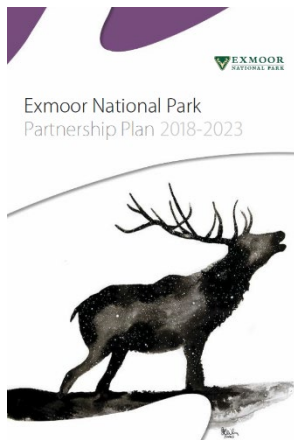
Exmoor is one of 15 National Parks in the UK. They are areas of protected countryside that everyone can visit and where people live, work and shape their landscapes.

Exmoor was designated as a National Park in 1954. Since then, the co-ordination of work to achieve National Park purposes in the area has been undertaken by local government, and since 1997 by a free-standing Exmoor National Park Authority.

Exmoor National Park Authority works to achieve the two National Park purposes:

"To conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park"

"To promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public"



In delivering National Park purposes, the Authority has a duty to help to foster the social and economic wellbeing of local communities. All planning applications within the National Park area are determined by the National Park Authority. Planning policies are there to ensure both rural prosperity and the protection and enhancement of the special character of Exmoor.

There are 22 Members on the Authority Committee which meets up to 12 times a year – 5 parish members, 2 district council members, 8 unitary members, 2 county council members, and 5 Secretary of State appointed members.

For further information about the National Park Authority:

Go to our website www.exmoor-nationalpark.gov.uk

Our Staff

We employ a staff team of around 80 undertaking a range of functions that support owners and managers of land and heritage assets; people who live, work, and run businesses in the National Park; and people who make use of the opportunities for learning and enjoyment, both residents and visitors alike.

Our support staff within Finance, Facilities, Corporate support, IT, HR, and Member support help provide the infrastructure and support that is essential to delivering the vision and priorities of Exmoor. In addition, we have staff engaged in partnership projects and seasonal work.

The post of Information Advisor sits within the wider Enterprise and Operations section and will deliver our National Park Centre services as part of the Enterprise and Communications team.



As a small organisation, we work across all Sections and Teams drawing on the skills, knowledge, experience, and professionalism of our colleagues, to deliver our purposes and the aims of our current Corporate Strategy:

- | |
|-------------------------------------------------------------------------|
| 1. A clear response to the nature and climate crises. |
| 2. A welcoming place for all, improving people's health and well-being. |
| 3. A cared for landscape and heritage. |
| 4. A place of flourishing, vibrant communities, and businesses. |
| 5. A highly performing estate, delivering National Park purposes. |
| 6. A great organisation to work for. |

As part of the National Park family, we also benefit from a wider network of professionals.

Our values are:

We
Champion
We care about Exmoor National Park and are advocates for the people and place
We:

- Show commitment to delivering our purposes and services
- Inspire and motivate others
- Take pride in our work
- Celebrate and share achievements

We are
Ambitious
We are forward-thinking with the courage to challenge and make bold decisions
We:

- Are resourceful and innovative
- Adapt to and embrace change
- Show commitment to delivery
- Accept mistakes happen but learn from them

We are
Collaborative
We work across teams and with our partners to deliver as 'one team'
We:

- Communicate clearly
- Share skills and knowledge
- Understand the role we all play in achieving our collective goals
- Are flexible and adaptable

We are
Welcoming
We are friendly, approachable and ensure a fair outcome where everyone matters
We:

- Strive to achieve equity, inclusivity, reflect diversity, and accessibility for all
- Listen to and understand people's experiences
- Are respectful
- Act with openness and transparency

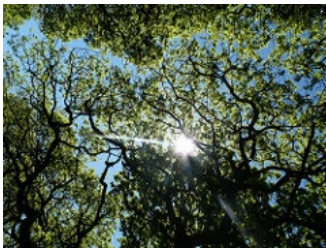
We will
Make a difference
We are determined to ensure the National Park is a better place
We:

- Act sustainably, aiming to be exemplars
- Influence and encourage
- Inform and educate others
- Proactively find solutions

Working for us

Our head office is based in the town of Dulverton, set in a beautiful, wooded valley, beside the river Barle. Other sites include the Exford Depot based in the rural village of Exford, our Pinkery Centre for Outdoor Education based on a wild and open moorland near Simonsbath, and our National Park Centres – one in Dulverton, one in the historic village of Dunster, and one in the seaside town of Lynmouth.

We provide an annual leave allowance plus bank holidays (both pro rata if part-time), a pension scheme, paid sickness leave, parental leave, time off for dependents, time off to attend dentist, doctor and hospital appointments, and compassionate leave opportunities.



We are a Mindful Employer that is 'Positive about Mental Health' and raises awareness of mental health in the workplace. We have trained Mental Health First Aiders and a 24/7 independent and confidential employee helpline. Managers and staff will also attend training opportunities to increase their awareness of mental health in the workplace.

You will have an induction to help you to learn more about the organisation, your area of work and the work undertaken by other sections. We also try and arrange for you to spend time with a colleague which is an opportunity for Exmoor to be explored. Your manager will support you in developing your skills and you are encouraged to feedback on your progress.

This support continues through regular reviews.

We try to hold two staff study days a year and this is an opportunity to get together with your colleagues across the Authority to learn and see something new about Exmoor.



The Society for National Parks Staff (SNPS) is a group that all National Parks employees can join for only £5 a year. There are opportunities to take part in activities to develop your knowledge of National Parks, whilst having fun and building new friendships.

Job description

JOB TITLE:	Information Advisor	REPORTS TO:	Centre Manager (Lynmouth)
SECTION:	Enterprise and Operations	GRADE:	D

MAIN PURPOSE OF JOB

- Promotes an understanding and appreciation of National Park values and advises on the best ways to enjoy the special qualities of Exmoor National Park.
- Delivers an engaging learning and discovery experience, including growing a sustainable retail and exhibition offer, that promotes an understanding, appreciation, and enjoyment of the National Park.

Key outcomes

- Visitors and residents have an understanding and appreciation of National Park values.
- Exmoor's special qualities are enjoyed responsibly and sustainably.

RESPONSIBILITIES AND DUTIES

1. Provision of a warm welcome and an advisory service for the public, tailored to individual interests and needs, including encouraging and facilitating use of the exciting interactive displays and activities within the Centre.
2. Ensuring public safety within the Centre including assisting with risk assessments and their implementation.
3. Ensures the Centre is clean, tidy, and presentable with regularly updated, attractive and informative displays.
4. In the absence of the Centre Manager to take overall responsibility for the daily operation and administration of the Centre including managing financial data, handling, and banking of monies, monitoring of inventory, and ensuring security measures are in place (including acting as registered keyholder).
5. To assist the Centre Manager in the retail aspect of the Centre including sales, promotions and stock management (stock taking and ordering).
6. Provides impromptu talks to school, youth, and other groups about Exmoor and assistance with school projects, quizzes, treasure hunts, etc, as required. (This may include attendance at local shows/events/etc).
7. Supervise, train, and monitor performance of students or interns whilst on placements with the Centre.

REQUIRED SKILLS, KNOWLEDGE, AND EXPERIENCE

- Experience within previous roles of working with the public in a service capacity.
- Excellent written communication skills with good command of English.
- Able to present information in an engaging, logical and clear manner to a variety of audiences.
- Basic IT skills and knowledge
- Numeracy skills and cash handling experience, with experience of operating a till and reconciling end of day takings.
- Knowledge of health and safety relevant to a visitor/public environment.
- Able to work outside normal office hours including weekends and bank holidays.
- Knowledge of the Exmoor area.

Desirable knowledge and experience

- Understanding of National Park purposes and the context in which National Park Authorities operate.
- Experience within a tourism related business.
- Familiar with map reading.
- A second European language and/or sign language.

Key competencies

- Excellent verbal communication skills.
- Planning, organisational and time management skills.
- Able to work under own initiative and as part of a team.
- A collaborative and flexible team worker.
- Helpful, confident and diplomatic and able to listen and question appropriately to interpret customer requirements.

Key employment terms

Post title: Information Advisor

Office location and travel: The postholder will be employed by Exmoor National Park Authority and will be based at the National Park Centre Lynmouth, The Pavilion, The Esplanade, Lynmouth, Devon, EX35 6EQ

The postholder may be required to work from other places of employment such as other National Park Centres, or to attend training and meetings. Business mileage incurred for these journeys using private vehicles will be reimbursed at the agreed casual mileage rate.

Conditions of service: In accordance with the Scheme of Conditions of Service agreed by the National Joint Council for Local Authorities' Administrative, Professional, Technical and Clerical Services as adopted by the Park Authority together with other local conditions of service set out in the Park Authority's Personnel Policies and Procedures.

Contract status: This is a fixed term seasonal contract, starting on 29 March 2025 and ending on 2 November 2025.

Grade and salary: The grade of an Information Advisor is D with a current full time equivalent salary range of £25,584 to £27,269 per annum (£13.26 to £14.13 per hour). New employees are normally started at the bottom of the salary scale.

Hours of work: The hours of work are 21 per week worked Monday to Sunday on a rota basis. The work pattern will likely include some full days (7 hours – 09:45 to 17:15 with a half hour unpaid lunchbreak) and some part days at peak times. The successful candidate will also be required to work additional hours (by agreement) to cover absences or during peak times. Hybrid working is not available for this role. The rota is produced well in advance and there is some flexibility if the days of work need to change.

Probationary period: The appointment will be subject to a probationary period of up to one month.

Leave entitlement: The annual leave entitlement will be a pro-rata amount based upon the full-time equivalent entitlement of 28 days, plus pro rata bank holiday allowance for bank holidays that fall within the period of the contract. Generally, leave is not taken during the peak periods of Easter and summer school holidays.

Pension: The post is superannuable under the Local Government Pension Scheme, and you will automatically be admitted to the pension scheme but can choose to opt out.

Privacy statement: We process personal data relating to those we employ for employment purposes, to assist in the running of the authority and/or to enable individuals to be paid. The collection of this information will also be of benefit in:

- improving the management of workforce data
- enabling development of a comprehensive picture of the workforce and how it is deployed
- informing the development of recruitment and retention policies
- allowing better financial modelling and planning
- enabling monitoring of selected protected characteristics

The personal data includes identifiers such as name, date of birth, payroll (SAP) number, personal characteristics such as gender, disability, and ethnic group, plus qualifications, performance, and absence/occupational health information.

We will not share information about you with third parties without your consent unless the law allows or requires us to, or we are required to share it to manage your employment contract with us. When we do share your data, it will be via encrypted email software or password protected files.

We are required to share some of your personal data with:

- HMRC
- Outsourced HR and Payroll Services (currently with SCC and DCC)
- Peninsula pensions who administer the Authority's pension scheme
- Local Government Audit and fraud detection teams

We store information relating to job applicants for 6 months and for employees for 6 years post-employment. Data is stored electronically on ENPA servers. The employee records have access restrictions meaning only HR staff can view and process it. Physical records are stored in the HR office which is locked and within locked filing cabinets.

WR Group (WRG) provides ENPA with a recruitment system to manage its recruitment and advertising services. In relation to the General Data Protection Regulations, ENPA is the Data Controller. As the Data Processor, WRG will process personal data on behalf of ENPA, only for the purposes of performing the Services Agreement.

If you require more information about how we store and use your personal data or would like to request that your details be removed, please contact the HR Officer.

Equal opportunities: Exmoor National Park Authority intends to ensure that no employee or job applicant should receive less favourable treatment than another on grounds of sex, marital status, age, racial origin, disability, sexual orientation or political or religious belief. Its recruitment practices will exclude all assumptions, preferences or judgements that are not strictly job-related. Information provided will be treated as confidential.

The Authority is a [Disability Confident](#) accredited employer and is a signatory on the [Charter for Employers Positive about Mental Health](#). If you require information about this post or an application form in a different format or would like help to access the recruitment process, please contact Ellie Woodcock 01398 322231 or email ewoodcock@exmoor-nationalpark.gov.uk

Working in the UK: Freedom of movement between the UK and EU has ended and the UK has introduced a new immigration system. Anyone recruited from outside the UK (excluding Irish citizens) need to meet certain requirements and apply for permission first.

The Authority does not hold a sponsor license. However, the Authority would consider applying for one if an applicant is successful at interview. For more information about the new rules on recruiting people from outside the UK - please visit [Browse: Visas and immigration - GOV.UK \(www.gov.uk\)](https://www.gov.uk/browse/visas-and-immigration) for more information.

Before you are offered employment, we are required to carry out document checks to ensure that you are entitled to work in the UK. Please click on the following link to see what documents are accepted. [Right to Work Checklist.pdf \(publishing.service.gov.uk\)](#)

How to apply

Please complete and submit your application online by clicking on the link provided on our website, ensuring you address all elements of the responsibilities and knowledge, skills, and experience.

Please note that we do not accept CVs.

If you want to apply in a different way, please contact the HR Officer to discuss an alternative arrangement - Ellie Woodcock – 01398 322231, ewoodcock@exmoor-nationalpark.gov.uk

The closing date for applications is midnight on 25 February 2025

Interviews are planned for Friday 7 March 2025 (at Lynmouth National Park Centre)