



# Exmoor National Park Authority

## Recruitment Pack

### **Centre Manager (Lynmouth)**



Working  
together  
for **Exmoor**

## Welcome Message

Thank you for your interest in our vacancy with Exmoor National Park Authority. We are looking to appoint a Centre Manager at our National Park 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 National Park Centres play a pivotal role in promoting and enhancing the visitor experience and ensuring that the National Park's stunning landscapes and special qualities are conserved and enhanced for future generations.

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. If you have knowledge of the Exmoor area and feel that you have the skills and experience to join the team, then I hope you will explore these pages further and apply for this post.

If you would like an informal discussion about the position, please contact Dan James, Enterprise and Communications Manager, on 01398 322234, or Ellie Woodcock, HR Officer, on 01398 322231.

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](http://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, 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 Centre Manager is part of the Enterprise and Communications Team that sits within the wider section of Enterprise and Operations. Each Centre (Dunster, Dulverton and Lynmouth) has their own manager which are led by the Enterprise and Communications Manager.

Our National Park Centre at Lynmouth attracts c.150,000 users a year; informing, inspiring and equipping people to explore Exmoor and to help us keep it special. The Centre, based in the Lynmouth Pavilion, is award-winning and includes the main information Centre, a dedicated film theatre, a meeting / workshop room and gallery space (the Pavilion Dining Room is rented to a commercial operator).

Recent efforts to improve the look and feel of the Centre have paid off, with growing visitor numbers and spend. We are now looking for a new people-focused manager to lead the small team in delivering excellent customer service, developing events and activities from the Centre and motivating the team to best utilise their skills to enable the Centre to thrive and continue to contribute to the wider work of the organisation.

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.



## 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 a pro rata entitlement to bank holidays, 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

<b>JOB TITLE:</b>	Centre Manager
<b>REPORTS TO:</b>	Enterprise and Communications Manager
<b>SECTION:</b>	Enterprise and Operations

### 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.

To deliver 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.
- Continued transformation of the National Park Centre as a destination for discovery and compelling engagement, whilst boosting the commercial activities and generating income.

### RESPONSIBILITIES AND DUTIES

---

- Efficient management of all Centre facilities, activities, staff, and volunteers to provide a visitor and community hub.
- Assists in the recruitment and induction of new staff.
- Supervises, trains and monitors performance of Information Advisors, volunteers, and work experience students whilst in the Centre, and undertakes Performance Development Reviews.
- Responsible for preparing the rota to ensure staffing levels cover agreed opening times; authorising expenses/overtime forms; and performance monitoring.
- Takes overall responsibility for the daily operation and administration of the National Park Centre, including minor repairs and maintenance within agreed budget; financial data accuracy; handling and banking of monies; monitoring of inventory and security (including acting as registered key holder).
- Manages the retail aspect of the National Park Centre including stock management.
- Responsible for the health and safety in the National Park Centre including ensuring public safety; producing and implementing risk assessments and ensuring compliance with Health and Safety legislation.
- Ensures the Centre is clean, tidy, and presentable with attractive and informative displays.
- Develops the National Park Centre as a key destination on Exmoor - identifying, implementing, and monitoring exhibition and retail opportunities, events and activities and additional ideas to raise footfall and revenue.
- Promotion of the National Park Centre (and wider Authority) services and assisting with the marketing of other Exmoor amenities/events/festivals, gathering information about, and working with Exmoor businesses and visitor attractions to promote opportunities for understanding and enjoyment on Exmoor.
- Providing regular operating reports including sales analysis, customer feedback, event evaluation, visitor data analysis, and management report information.
- 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.)

- Responds to written and electronic enquiries of a routine nature.
- Undertakes any other duties commensurate with the level of the post.

## **REQUIRED SKILLS, KNOWLEDGE, AND EXPERIENCE**

---

This role is responsible for the efficient and effective management of National Park Centre services and customer service.

- Experience of managing a visitor centre, retail outlet or similar including staff and volunteer management, and of working with the public in a service capacity.
- Experience of marketing events and promoting a venue/service via traditional and social media outlets.
- Experience of working with external suppliers and activity providers.
- Knowledge of Health and Safety relevant to a visitor/public environment, with experience of compiling risk assessments.
- Willingness to work outside normal office hours including weekends and Bank holidays.
- Ability to produce clear and concise written documentation and reports.
- Numeracy skills and cash handling experience, with experience of operating a till and reconciling end of day takings.
- Knowledge of the Exmoor area, National Park purposes and the context in which National Park Authorities operate.
- Able to present information in an engaging, logical, and clear manner to a variety of audiences in both oral and written form.
- Basic IT skills and knowledge
- Experience within a tourism related business and a familiarity with map reading are desirable skills.
- An understanding of equity, diversity, and inclusion.
- Desirable: knowledge of second European language and/or sign language.

### **Key competencies**

- Ability to demonstrate commercial thinking and ways to increase footfall.
- Excellent organisational, time management and planning skills.
- Ability to work under own initiative.
- Excellent written and verbal communication, with a good command of English.
- A helpful, confident, and diplomatic manner when working with the public, and able to listen and question appropriately to interpret customer requirements.
- Self-motivated with a good team working ethos.
- Patience and tact.
- Problem solving skills.

## Key employment terms

### **Post title: Centre Manager**

**Office location and travel:** The postholder will be employed by Exmoor National Park Authority and will be based Lynmouth National Park Centre, The Pavillion, The Esplanade, Lynmouth, EX35 6EQ.

The postholder may be required to work from other places of employment such as other National Park Centres to provide cover, 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 permanent contract.

**Grade and salary:** The Grade of a Centre Manager is F with a current full time salary range of £30,296 to £33,945 per annum. New employees are normally started at the bottom of the salary scale.

**Hours of work:** During the summer season (up to 3 November for this year), the contracted hours of work are 28 per week. During the winter season (from 4 November 2024 to 28 March 2025), the hours of work will be 20 hours per week.

Hours are worked Monday to Sunday on a rota basis and the work pattern will include some full days (7 hours). There is likely to opportunities for the post holder to work additional hours (by agreement) to cover absences or during peak times.

**Probationary period:** The appointment will be subject to a probationary period of up to 6 months.

**Leave entitlement:** The annual leave entitlement for this post is pro rata 28 standard working days plus a pro rata allowance for bank holidays falling within the contract period. The number of public/bank holidays may vary annually depending on the number of recognised English bank holidays falling within the leave period.

**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 are able to 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](mailto: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. 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 click on the link on our website and complete and submit your application online, 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](mailto:ewoodcock@exmoor-nationalpark.gov.uk)

**The closing date for applications is midnight on 8 July 2024.**

**Interviews are planned for 23 July 2024 at the National Park Centre Lynmouth.**