

Job Description



1 Job details

Job title:	Sustainable Travel Ambassador (seasonal contract June-September)
Team:	Recreation Management and Learning
Directorate:	Recreation Management and Learning
Post number:	P02060
Hours per week:	37
Grade:	Band 4
Base:	Lymington Town Hall and Brockenhurst Railway Station
Accountable to:	Sustainable Visitor Experience Officer
Responsible for:	n/a
Budget Responsible Officer (BRO):	No
Car user:	Casual
Politically restricted:	No
Does this post involve working with children and/or vulnerable people?	No
Membership of professional body required:	No
Key liaisons:	Visitors and residents, community groups, transport operations staff, New Forest National Park Authority (NPA) staff, New Forest tourism businesses

2 Role summary

- 2.1 The focus of the role will be to promote sustainable travel to visitors and residents from a mobile information unit (Cargo Bike) based at Brockenhurst Railway Station and in a roving role across the New Forest National Park.

3 Main duties and responsibilities

- 3.1 To assist in welcoming and inspiring visitors to the New Forest National Park to travel by sustainable transport (on foot, by bike/e-bike, by New Forest Tour, by service bus or by train).
- 3.2 To assist in providing information about visitor attractions, and things to see and do within the New Forest National Park.
- 3.3 To proactively engage with visitors and residents and respond to their enquiries in a friendly and approachable manner.
- 3.4 To enthuse visitors and residents about the special qualities of the New Forest National Park, and how to care for them.

- 3.5 To sell New Forest Tour tickets and merchandise.
- 3.6 To monitor the New Forest Tour's and New Forest Travel's social media accounts and respond to online queries, as required, adopting a proactive approach to creating feature posts and sharing relevant news stories.
- 3.7 To assist with carrying out market research activity.
- 3.8 To assist in the development and delivery of walking and cycling initiatives.
- 3.9 To undertake other transport and tourism functions for the NPA as appropriate.

4 Problem solving

- 4.1 To assist visitors and residents to use available sustainable transport options to reach their final destinations. This involves maintaining a working knowledge of available transport options and local attractions.
- 4.2 Under the guidance of the Sustainable Visitor Experience Officer, assist in resolving New Forest Tour service issues (e.g. vehicle replacement, late running of service).
- 4.3 A commitment to the highest standards of customer care.

5 Decision making

- 5.1 The line manager will set targets and objectives, but the post holder will be required to take day-to-day decisions and, on occasion, act on his/her own initiative, referring to the line manager or other team members for guidance.

6 Communication

- 6.1 Excellent oral communication and interpersonal skills with colleagues, staff from partner organisations and the general public.

7 Working conditions

- 7.1 The post holder will work from a mobile unit based at Brockenhurst Railway Station and in a roving role across the New Forest National Park. Periodically, the post holder may be required to undertake supervised desk-based duties at the NPA offices in Lymington.
- 7.2 There will also be a requirement that the person appointed will work outside normal office hours in order to meet the needs of the job, in particular, weekend and Bank Holiday working is an essential part of the role.
- 7.3 The position may involve personal contact with people with differing views to the NPA's policies.

8 General

- 8.1 The post holder must at all times carry out his/her responsibilities with due regard to NPA policies and procedures.
- 8.2 All staff have a responsibility to participate in the NPA Appraisal Scheme and to contribute to their own development, and the development of any staff they appraise or are responsible for.

9 Confidentiality

- 9.1 In the course of your employment you will have access to confidential information relating to NPA business. You are required to exercise due consideration in the way you use such information and should not act in any way prejudicial to the

NPA's interests. Information which may be included in the category which requires extra consideration covers both access to and the general business of the NPA and information regarding individuals. If you are in any doubt regarding the use of information in the pursuit of your duties you should seek advice from your manager before communicating such information to any third party.

10 Health and safety

10.1 Employees must be aware of the responsibility placed on them under the Health and Safety at Work Act (1974) to maintain a healthy and safe working environment for both staff and visitors. Employees also have a duty to observe obligation under the NPA's and departmental Health and Safety policies, and to maintain awareness of safe practices and risk assessment.

11 Financial regulations

11.1 All staff are responsible for security of the property of the NPA, avoiding loss or damage of property, and being economical and efficient in the use of resources. Staff should conform with the requirements of the NPA's financial procedures.

12 Job description agreement

12.1 The above Job Description is not intended to be exhaustive, the duties and responsibilities may therefore vary over time according to the changing needs of the service.

**Job holder's
signature:** _____

Date _____

**Manager's
signature:** _____

Date _____

Person Specification

Sustainable Travel Ambassador

Criteria	Essential	Desirable	Assessed by
Education / qualifications			
Good general education to GCSE level (or equivalent)	Y		A
A valid driving licence and access to own transport		Y	A
Experience			
Demonstrable experience of working in a customer service/sales environment which would enable a full understanding of the requirements of the role and the challenges it would bring	Y		A / I / T
Knowledge			
Knowledge of the benefits of sustainable transport use in National Parks	Y		A / I
Knowledge and awareness of visitor attractions in the New Forest National Park and their appeal to different audiences		Y	A / I
Knowledge of protected landscapes, in particular the New Forest National Park		Y	A / I
Skills			
Strong communication and inter-personal skills	Y		I / T
Effective sales manner	Y		A / I / T
Good time management and organisational skills with ability to use own initiative	Y		A / I
A passion for national parks, together with an ability to motivate and enthuse others about their special qualities	Y		A / I
Reasonable experience and understanding of using social media	Y		A / I
Impact and attributes			
Confident and outgoing with experience of dealing with members of the public in a face-to-face environment	Y		A / I
Able to meet the physical demands of the role (i.e. use of the cargo bike mobile unit)	Y		A / I
Ability to work flexibly, particularly at weekends, Bank Holidays and outside office hours	Y		A / I

Evidence assessed by key:

A	=	Application form
I	=	Interview
T	=	Task