



JOB PROFILE

This profile is in three parts. It is designed to give clarity around *what* the job entails (Part 1), the *personal qualities, skills and experience* needed to perform it well (Part 2) and the *key requirements* of the job we will focus on for recruitment and selection purposes (Part 3).

Part 1: Job description

Job title:	COMMUNITY RAIL PARTNERSHIP OFFICER
Reporting to:	Head of Sales and Marketing – Swanage Railway Company
Direct reports:	None
Budget holder:	Yes
Place of work:	Swanage Railway offices, some working from home, with flexibility to travel to other locations when required.
Contract type:	Three year contract – 18.5 hours per week.

Job purpose

To deliver the objectives and plans agreed by the Purbeck Community Rail Partnership. The aim is to increase and improve, through community involvement and engagement, the use and development of rail in southern Dorset.

Key accountabilities

- I. To actively implement, promote and help develop the aims and objectives of the Purbeck Community Rail Partnership (PCRP) as defined in the PCRP constitution specifically to:
 - enable the rail services of southern Dorset to play a more effective part in contributing to the local transport network by relieving road congestion especially between Holton Heath and Swanage; and through better integration with other forms of public transport;
 - raise awareness of, and to promote, the rail services of southern Dorset as a sustainable way to access the coast and the countryside for recreation, leisure and tourism and as an access point from the Isle of Purbeck onto the wider UK rail network;
 - involve the community in the work of user groups; station partnerships; arts

- initiatives and improving links with local schools and colleges;
- provide information to further encourage more passengers to use the rail services of southern Dorset for work, education, shopping and tourism;
 - work with South Western Railway to achieve its objectives for all community rail partnerships in its franchise area, as set out in the Community Rail Partnership Agreement 2017 or any subsequent agreement; and
 - assist with the process of achieving the successful integration of a financially sustainable community rail service between Wareham and Swanage that is consistent with the operation of a successful heritage railway.
2. To develop and implement actions of the Steering Group in accordance with an action plan approved annually by the Partnership.
 3. To help develop action plans, publications and promotional material.
 4. To engage with the local communities and workplaces to promote PCRП rail services and to create engagement and participation in the railways of southern Dorset.
 5. To support the management of all aspects of the PCRП's marketing, including maintaining/ updating the website and social media sites.

Additional responsibilities

1. To represent the PCRП Steering Group at local events and meetings.
2. To prepare project plans to ensure the successful delivery of projects, to project manage events and activities as set out in the action plan.
3. To work in partnership with other organisations to secure funding for projects especially those included in the action plan.
4. To work with the other PCRП members and officers to support the delivery of corporate objectives and projects.
5. To help ensure that PCRП objectives are consistent with the core train operations of the Partnership's train operating companies.
6. To work with other members of the Purbeck Community Rail Partnership and its staff and volunteers, sharing best practice, knowledge and providing assistance with partnership wide projects.

This job **is suitable for** someone who will produce positive outcomes through people whilst focusing on detail, balanced with strong interpersonal skills.

This job **is unsuitable for** someone who focusses only on inputs and processes.

Part 2: Person specification

Attributes	Essential	Desirable
Qualifications and training	<ul style="list-style-type: none"> • Educated to A – Level or equivalent standard. 	<ul style="list-style-type: none"> • Educated to degree level in community, marketing or transport related discipline or demonstration of equivalent experience.
Knowledge, skills and experience	<ul style="list-style-type: none"> • Understanding of Community Engagement & Participation. • Ability to work in partnership across a wide and diverse range of partners/businesses. • Excellent interpersonal, communication and presentational skills • Ability to produce clear and concise reports. • Project Management. • A track record in marketing and communications. • Public representation. • Computer literate. • Performance driven. 	<ul style="list-style-type: none"> • Understanding of Public Transport . • Negotiation/Influencing skills. • Ability to translate policy into workable solutions. • Development of efficient practices. • Ability to interpret and explain complex technical transport information. • Ability to influence, through evidence based information. • Understanding of how the public sector operates.
Personal qualities	<ul style="list-style-type: none"> • Able to work autonomously as well as part of a team. • Self-motivated with the ability to enthuse and motivate others. • Professional and confident manner. • Interest in Public Transport and sustainability issues. • Ability to work under pressure and meet deadlines. • Flexible approach to working hours. • Ability to manage & undertake 	<ul style="list-style-type: none"> • Results driven. • Ability to set & monitor target. • Interest in personal and professional development. • A commitment to continuous development and improvement, team-working and the highest possible

	multiple tasks & responsibilities. <ul style="list-style-type: none"> • Interest in local community development & sustainability. 	professional standards
Other	Car Driver Customer focused	

Part 3: Key requirements of the job

The following are core qualities and skills that we believe are *critical* to successfully performing the role – they are taken from this job profile. If you are applying for this job, these are the *key requirements* you will be asked to provide evidence of on page 2 of the application form. If you are unable to provide examples of how you meet these requirements your application is unlikely to progress further.

- Minimum of 2 years’ experience and demonstrable success at developing positive stakeholder relationships.
- Demonstrable understanding and success of community engagement and participation in a similar sized organisation
- Experience of successful project management in a marketing and communications environment.
- Demonstrable successful communication skills to a variety of audiences.
- Demonstrable ability to work autonomously whilst working under pressure to a variety of deadlines.

RECRUITMENT INFORMATION

For the position of: **COMMUNITY RAIL PARTNERSHIP OFFICER**

<p>How to apply Please include your completed Application Form and CV, otherwise your application will be deemed as incomplete and will not be progressed</p>	<p>To apply for this position please email the following documents to the Finance and Payroll Manager at recruitment@swanagerailway.co.uk or post to Recruitment, Swanage Railway Company, Station House, Swanage, Dorset BH19 1HB.</p> <ul style="list-style-type: none"> • Completed application form • CV setting out career history with job responsibilities and achievements. Please ensure you clarify any gaps in your work history.
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Selection methods and offer	<p>Swanage Railway Company (SRC) will acknowledge your application. Shortlisting will be done by reviewing the evidence presented in your application against the key requirements set out in the box at the bottom of page 2 of the Job Profile.</p> <p>Shortlisted candidates may be required to undergo one or more selection tests in addition to sitting a panel interview. You will be advised in advance if you are required to undergo any selection tests and what the tests involve. Any offer of appointment will be subject to two satisfactory references, and if required medical clearance by the company's Medical Adviser and a DBS check as the jobholder may have unsupervised contact with members of the public, including young people and vulnerable adults.</p>
Arrangements for interview	Expenses incurred during the recruitment process will not normally be reimbursed by SRC. Please let us know if you have any particular requirements if you are invited for interview.
Reserve lists	If we receive applications from more suitable candidates than we have vacancies for at this time we may hold applicants on a reserve list for 12 months and future vacancies at SRC requiring the same skills and experience could be offered to candidates on the reserve list without a new competition.
Closing date	The deadline for applications is 12 noon on 17th September.
Alternative formats	If you wish to receive a hard copy of the information please telephone 01929-425143 or email recruitment@swanagerailway.co.uk . If you cannot apply online please post applications to: Recruitment, Swanage Railway Company, Station House, Swanage, Dorset BH19 1HB.
Indicative recruitment timeline	<p>Advert closing date: 17th September (12:00)</p> <p>Short-listing: w/e 21st September</p> <p>Selection stage, including panel interview: 2nd October.</p>

Terms, conditions and benefits

Appointment term	Three years subject to probation.
Probationary period	Permanent employment will be confirmed after satisfactory six month probationary period.
Place of work	Swanage Railway offices. Some working from home, and other locations in line with the needs of the business and Partnership.
Work arrangements	Part-time. Flexible working hours with some evenings and weekends required. Must be able to travel to other locations as required. Estimated 18.5 hours per week. There is the possibility of additional paid hours subject to discussion and agreement.

Salary range	£11,555 per annum for 18.5 hr week.
Pension	Defined contribution scheme for eligible staff through NEST.
Annual leave	28 days including public and bank holidays pro rata
Hours of work	18.5 hours per week. There is a possibility that this will increase in 2019.
Other benefits	Travel pass for rail travel on timetabled Swanage Railway and South Western Railway train services.