Exmoor National Park

National Park Centre Manager



National Park Centre Manager (Dunster)

28 hours per week (during summer season)
Ad-hoc hours paid by timesheet (during winter season)

Welcome Message

Thank you for your interest in the role of National Park Centre Manager in Dunster.

What makes Exmoor National Park such a special place? Exmoor is designated a national park in recognition of its beautiful landscape, wildlife and cultural heritage. Exmoor has moorlands, woodlands, high cliffs and farmland, shaped by people and nature over thousands of years. It is a landscape of tranquillity and peace as well as a great place to walk, ride and explore nature.

Our vision is that Exmoor remains a beautiful landscape, leading the response to climate change and nature recovery, a welcoming place for all, as well as a great place to live work and do business.

Our National Park Centres play an important role in promoting and enhancing the visitor experience by making Exmoor a welcoming place for all and increasing people's understanding and enjoyment of the National Park.

If you have a helpful, confident and diplomatic manner with experience of managing a visitor centre, retail outlet or similar, you will join a fantastic team of skilled and committed staff that are passionate about Exmoor's landscapes, wildlife and nature recovery and want to make a difference.

If you would like an informal discussion about the position, please contact Dan James, on 01398 322234, or Ellie Woodcock, 01398 322231. We look forward to hearing from you.





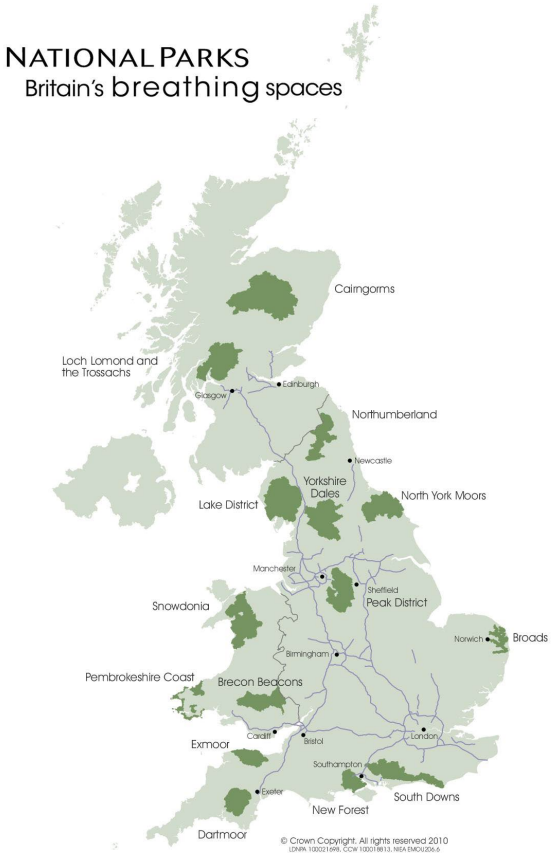
Sarah Bryan, Chief Executive

disability confident EMPLOYER

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 corporate team 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 National Park Centre Manager will manage the National Park Centre Dunster and its team of Information Advisors, reporting to the Enterprise and Communications Manager. Our National Park Centres sit within the Enterprise and Operations section and will work with colleagues from across the whole 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 Plan which reflects the National Park Management Plan aims:

A nature-rich landscape

A net zero National Park, mitigating and adapting to climate change

Healthy natural resources

A cared for landscape and heritage

A welcoming place for all, that people feel connected to, improving their health and wellbeing

A great place for people to live, work and do business

A highly performing organisation

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

About our National Park Centres

Our three National Park Centres are located in Dulverton, Dunster and Lynmouth and provide information about Exmoor National Park, including bespoke information for the public to get the most out of their visit, free publications, discovering more about our wildlife, heritage, landscape and dark skies, films and exhibitions. They also sell books, maps, local produce, outdoor kit and souvenirs.



Dunster Steep, TA24 6SE

The National Park Centre Dunster is situated alongside one of the main routes into Exmoor in the historic medieval village of Dunster.



Exmoor House, Kemps Way, TA22 9HL

The National Park Centre Dulverton is located at Exmoor House (Head Office of Exmoor National Park) adjacent to the riverside lawns at the southern gateway to Exmoor National Park.

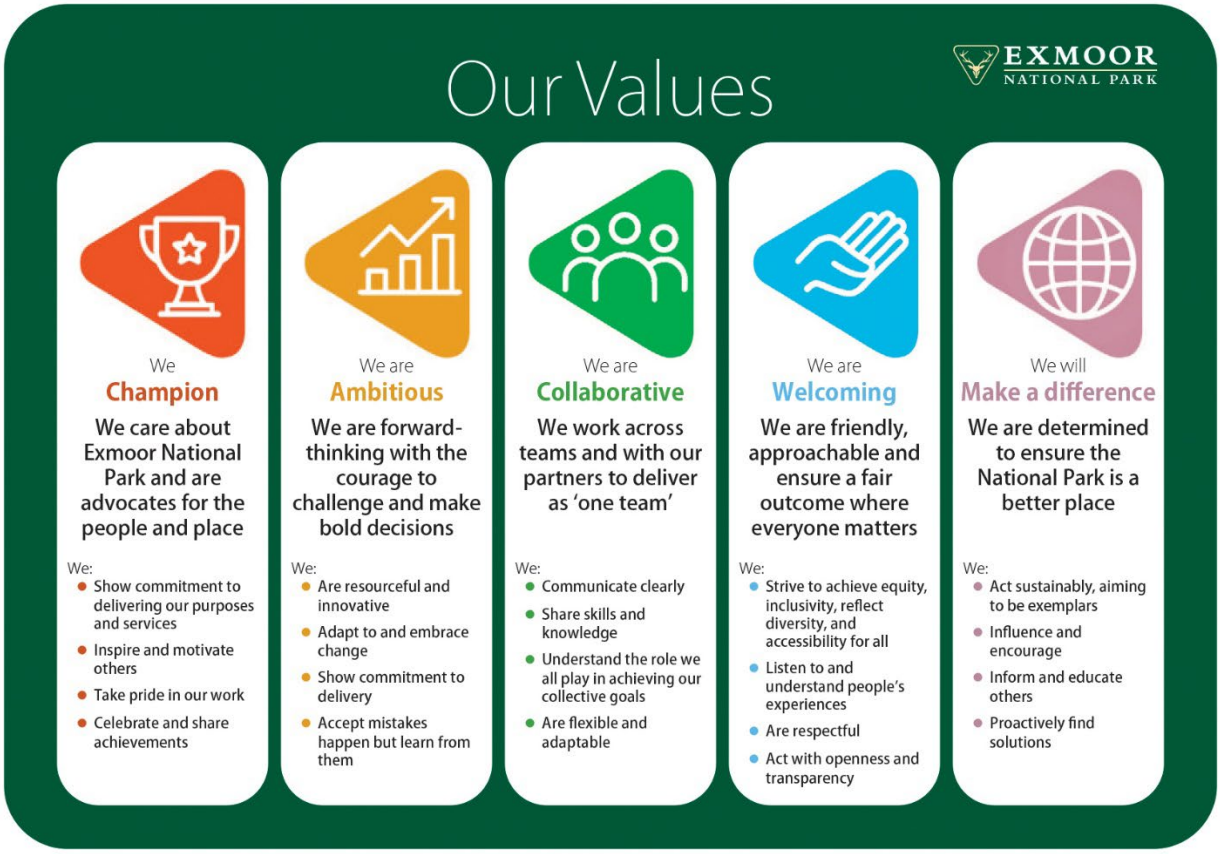


Lynmouth Pavilion, The Esplanade, EX35 6EQ

The National Park Centre Lynmouth is situated next to the famous Lynton and Lynmouth Cliff Railway on the seafront in Lynmouth.

For more information on this area of work, you may find our National Park Centres | Exmoor page on our website helpful.

Our values



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 Learning based on a wild and open moorland near Simonsbath, and our National Park Centres in Dulverton, Dunster, and Lynmouth.

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

Staff well-being is important to us, and we understand that life throws us a curveball sometimes. Therefore, we always do our best to ensure that staff are supported and can enjoy a work-life balance. We promote flexible working and trust our staff to do their jobs.

MINDFUL EMPLOYER

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 regular staff study days, this may be the whole organisation or as a team/section, giving you the opportunity to get together with your colleagues from across the organisation 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 visit other National Parks, take part in activities to develop your knowledge of National Parks, whilst having fun and building new friendships.

We have a Women's Workplace Forum which provides a safe space for women across the organisation to share their experiences, develop skills and confidence and provide allyship.

Our Equity, Diversity and Inclusion Oversight Group meets regularly where it focuses on the organisation's aims in this area, provides an opportunity to listen to and learn from a diverse range of people and their experiences, which in turn raises awareness and informs us about where we can improve our services.

We also have a Youth Board which gives younger people a say in our work whilst developing their own skills and experience.

Job description

Job title: National Park Centre Manager

Reports to: Enterprise and Communications Manager

Section: Enterprise and Operations

Purpose

- To promote 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 at Dunster 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 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 Officer level 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: National Park Centre Manager

Location and travel: The postholder will be employed by Exmoor National Park Authority and will be based at the National Park Centre Dunster, Dunster Steep, Dunster, Minehead, TA24 6SE.

The postholder may attend at other places including the National Park Centres in Dulverton and Lynmouth. Business mileage incurred on these journeys will be reimbursed at the agreed 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 HR Policies and Procedures.

Contract status: This is a permanent role.

Disclosure and Barring Check: This post does not require a Disclosure and Barring Check.

Grade and salary: The salary for the National Park Centre Manager will be based on Grade F with a current full-time equivalent salary range of £33,673 to £37,563 per annum (pro-rata if part-time).

Hours of work: The hours of work in the summer season are 28 per week and some flexibility around these hours will be required in line with the demands of the service including providing cover for holidays and sickness absence.

During the summer season the Centre operates on a rota basis over 7-days per week (Monday to Sunday), where one working day is 7 hours. The Centres open at 10.00am and close at 5.00pm and staff are employed 15 minutes either side of the opening and closing times for preparation and closedown of the Centre, with half an hour unpaid lunch break. Rotas are prepared well in advance.

During the winter season, in November the Centre is open for weekends only (10.00am to 3.00pm). From late February to the start of the summer season, we are open daily during half-term and then weekends until the start of the summer season (both 10.00am to 3.00pm). Hours worked over the winter are on ad hoc basis. These hours will be paid by monthly claim at your basic hourly rate.

The summer season usually runs from late March or the start of the Easter holidays (whichever is earliest) to the end of the autumn half term in late October / early November.

Due to the customer-focussed nature of the role, homeworking is not available to this role.

Probationary period: The appointment will be subject to a probationary period of 16 weeks, with a possible extension of a further 4 weeks where the employee has almost, but not quite, reached the standards required.

Leave entitlement: Your leave allowance is provided in hours and is pro rata the full-time equivalent leave allowance of 30 days plus a pro rata entitlement to bank holidays falling within the summer season. At the end of the summer season, the Authority will pay any accrued outstanding leave.

During the winter season when working ad-hoc hours, payment of accrued leave will be added to your pay.

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, Data Protection, Equity and Right to Work in the UK

Privacy and data protection

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 them. Physical records are stored in the HR office 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 carrying out 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.

Equity

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

Anyone recruited to work in the UK must have the right to work before employment starts. British and Irish citizens can usually prove this through acceptable documents, while many other applicants will

need to evidence their immigration status, often using the Home Office online right-to-work checking service.

Exmoor National Park Authority does not currently hold a sponsor licence. If a successful applicant requires sponsorship to work in the UK, the Authority will need to consider whether the role and applicant meet the relevant visa requirements and whether to apply for a sponsor licence. Employment could not commence unless the individual has valid permission to do the work in question.

Before any offer of employment is confirmed, the Authority will carry out right-to-work checks in line with current Home Office guidance. Applicants should refer to the latest GOV.UK guidance on proving the right to work in the UK and visa/immigration requirements.

How to apply

Please complete and submit the online application on Webrecruit by clicking on the link to apply on our Jobs pages on the Website. Please ensure 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

Closing date for applications: 26 November 2026 (midnight)
Interviews are planned for: Friday 11 December 2026