



Visitor Experience Officer

Introduction

Warwickshire Wildlife Trust (WWT) is one of the 46 UK Wildlife Trusts. Established in 1970 we are a grass roots organisation governed by 14 trustees elected from a membership of 30,000 people, 99% of whom live in the county, and supported by over 900 volunteers. We manage an estate covering 1,000 ha in Warwickshire, Coventry and Solihull and no one living or working in that area is more than 6 miles from one of our 67 nature reserves.

As members of the influential network of Wildlife Trusts, we are part of a collective covering the whole of the UK with 870,000 members, 32,500 volunteers, 2,500 staff and 600 trustees all working together through a central unit, the Royal Society of Wildlife Trusts (TWT). Together we are on a mission to restore a third of the UK's land and seas for nature by 2030. We believe everyone, everywhere, should have access to nature and the joy and health benefits it brings. Each Wildlife Trust is an independent charity formed by people getting together to make a positive difference for wildlife, climate and future generations. Together we care for 2,300 diverse and beautiful nature reserves and work with others to manage their land for nature, too.

WWT has an ambitious ten-year strategy. We have a bold goal that, by 2030, nature will be in recovery with abundant and diverse wildlife everywhere, and that natural processes will be creating wilder landscapes where people and nature thrive.

The successful candidate will have excellent customer service and engagement skills and thrive in a busy environment. You will have worked in a customer facing role and be enthusiastic about representing Warwickshire Wildlife Trust, talking about our work to visitors alongside recruiting volunteers and members.

You will be a key part of the Visitor Experience team, working to create vibrant, engaging and inclusive discovery centres. You will be passionate about creating a fantastic visitor experience for everyone who comes through our visitor centres.

In return we can offer you a varied role, daily interaction with highly committed colleagues passionate about their work and bases set at our flagship visitor centre, Brandon Marsh and at our Parkridge Centre in Solihull.

If you are interested in using your expertise to help us then we would be delighted to receive your application.

Visitor Experience Officer Job Description

Accountable to:	Visitor Experience Manager
Location:	This role is contracted at either Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW or Parkridge Nature Centre Brueton Park, Warwick Rd, Solihull B91 3HW, with significant time spent at both locations, and is not suitable for home working under the Trust's agile working policy.
Salary:	Grade 2b £26,500
Benefits:	Employers' pension contribution up to 7% (with 4.5% from employee) 25 days holiday plus bank holidays Access to Electric Vehicle salary sacrifice scheme* Employee Assistance Programme Death in service benefit equivalent to 3x salary
Responsible for:	Supervising visitor centre volunteers.
Liaison with:	Colleagues at Warwickshire Wildlife Trust and across the Royal Society of Wildlife Trusts (TWT), volunteers, contractors, members, supporters, external funders, corporates, suppliers.
Hours:	Full time, 35 hours per week. Working on a flexible rota with regular weekend and bank holiday working, with occasional evening work. <i>*Access to the EV Salary Exchange Scheme is subject to successful completion of the probation period and compliance with legal requirements in terms of minimum earnings for salary exchange schemes.</i>

Role purpose

Support the smooth operation of the Trust's visitor centres, contributing to the efficient and profitable running of the sites and deliver a quality visitor experience showcasing our work and telling our stories in a way which inspires everyone to act for nature.

Visitor Centre Operations

1. Support all aspects of the visitor centre operations, including working closely with all Trust staff and volunteers
2. Ensure that visitors receive a warm welcome, excellent service and leave with a great experience of Warwickshire Wildlife Trust
3. Support with the development of an engaging and inspiring environment for visitors that is well managed and complements the wider reserve
4. Oversight of daily centre operations including internal and external bookings, member recruiter presence and awareness of activities on the wider reserve.
5. Maintain up to date knowledge and information about WWT and its visitor centres and reserves
6. Carry out cash administration and banking, maintain proper procedures for running tills, floats, safe, and cash and bank books. Ensure tight security in relation to staff, volunteers, monies and WWT property.

7. Ensure compliance procedures are in place and adhered to at all times.
8. Lock and unlock the premises or delegate to trusted personnel. Ensure the standards of security for the building are followed.
9. Maintain standards of housekeeping for the building and work with the facilities and reserve teams to ensure that the visitor centre facilities; toilets, shop and visitor centre grounds are ready to receive visitors.
10. Work closely with facilities to ensure that the centres and all equipment are maintained to a high standard, flagging any issues with the facilities officer.

Retail and Commerciality

1. Support the Visitor Centre to develop and implement plans that ensure the visitor centres are helping to connect people to nature and contribute to the Trust's mission and vision.
2. Support the Visitor Experience Manager in ensuring that the visitor centres are net contributors to the Trust's finances.
3. Coordinate and oversee corporate bookings at the visitor centres
4. Work with the Visitor Experience Manager on the Trust's retail offer to ensure it is presented to the highest standard, with a regular turnover of products
5. Build good relationships with suppliers and negotiate discounts and savings across sites
6. Working with the Visitor Experience Manager, purchase stock and ensure it is recorded on the stock management system
7. Maximise the profitability of the shop by driving sales, rationalising stock and merchandising
8. Ensure that the visitor centre shops and online retail offering have a reputation for good quality, sustainable, eco-friendly products and excellent service
9. Assist with annual stock takes and keep accurate stock records
10. Maintain up to date product knowledge

Engagement

1. Support the Visitor Experience Manager in ensuring that our visitor centres promote the work of the Trust and ensure repeat custom to the centres and cafes
2. Support the Visitor Experience Manager in ensuring that our visitor centres demonstrate high levels of visitor accessibility and inclusivity, helping to break down barriers to accessing nature
3. Support the Visitor Experience Manager with the delivery of engaging visitor activities to increase footfall, engagement and repeat visits.
4. Talk to visitors about membership of the Trust and sign up members in line with targets

Volunteers

1. Support the recruitment, training and retention of volunteers
2. Train and advise volunteers on efficient ways of working in busy visitor centres whilst maintaining excellent customer service
3. Manage rota for volunteers, enabling the centres to run efficiently with strong volunteer support base
4. Ensure all volunteers are properly recruited, inducted trained and supported utilising the Trust's Volunteer policy and procedures.

Sites and Health & Safety

1. Support health & safety management at the visitor centres on a day-to-day basis
2. Maintain awareness of all relevant legislation and ensure ongoing compliance
3. Support facilities with being the day-to-day point of contact for visitor centre contractor visits, including cleaning and waste removal, while ensuring high standards are maintained in the visitor centre during each working day.

General Responsibilities

1. Promote the work, mission and vision of the Trust
2. Work across teams to develop and implement activity plans across the 2030 strategy business plan.
3. Use every opportunity to contribute to the Trust's membership recruitment, fundraising and engagement of people.
4. Ensure a high level of customer service in all dealings with the public.
5. Ensure continuous development of skills and knowledge required for the post, undergoing training and performance review as required by the Trust.
6. Work within all the policies and procedures of the Trust, ensuring own compliance with the Trust's health and safety policies and procedures and that of any resources for whom you are responsible.
7. Work within the Warwickshire Wildlife Trust's Equal Opportunities Policy and to promote equal opportunities.
8. Comply with all legal and contractual obligations concerning the responsibilities of your post.
9. Carry out any other reasonable duties commensurate with the level of responsibility of the post, as requested by the Chief Executive.

Person Specification

Knowledge	Essential	Desirable
Report writing and production of documents	✓	
Good knowledge of accessibility requirements in a visitor centre environment		✓
Retail buying, profit margins and regulation	✓	
Budgeting and stocktaking	✓	
Health and safety at work regulations.	✓	
Experience	Essential	Desirable
Running or assisting to run a visitor centre or tourist attraction	✓	
Running or assisting to run a retail outlet	✓	
Supervising volunteers		ü
Skills	Essential	Desirable

Effective interpersonal and communication skills	✓	
Excellent customer service experience	✓	
Good organisational and time management skills; able to prioritise workloads effectively, meet deadlines and monitor the outcomes	✓	
Excellent prioritisation skills and the ability to juggle tasks in a busy customer facing environment	✓	
Good IT skills - competent in Microsoft Office programs	✓	
Flexible approach	✓	
Numerate	✓	
An eye for detail		✓
Personal qualities	Essential	Desirable
Ability to maintain high levels of enthusiasm, positivity and self-motivation	✓	
Ability to be proactive and organise own workload but also likes to work as part of a small team	✓	
Integrity, tact and diplomacy	✓	
Eager to learn and persistent	✓	
Good listener and patient	✓	
Commitment to diversity	✓	
Interest in nature, and willingness to learn about the wildlife on our reserves		✓
Other		
A full driving licence, travel between visitor centres sites is a requirement	✓	
Evening and weekend work required	✓	

JD finalised August 2025

GENERAL INFORMATION FOR THE POST

Warwickshire Wildlife Trust

Further information can be found on our web site: www.warwickshirewildlifetrust.org.uk

Selection and Assessment

The candidates who appear to best meet the person specification will be invited to attend for interview. We recommend that applicants pay particular attention to demonstrating how they meet the job description and person specification on the application form.

The assessment will consist of an interview designed to give candidates an opportunity to demonstrate their skills and suitability for the post. Details will be sent to short-listed candidates.

Interview date: Thursday 9th October.

Appointment

All our offers of employment are made, subject to some pre-employment checks including: Satisfactory References, checks on eligibility to work in the United Kingdom, checks on relevant certificates. Due to the anticipated level of contact with children or other vulnerable members of society involved with this role, a satisfactory Criminal Records Bureau/Independent Safeguarding Authority check is required.

Salary

Your salary will be based on your skills, knowledge and experience. You will be paid monthly in arrears by credit transfer to a bank or building society account.

Location

This role is contracted at either Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW or Parkridge Nature Centre Brueton Park, Warwick Rd, Solihull B91 3HW, with significant time spent at both locations, and is not suitable for home working under the Trust's agile working policy.

Employees may be required to work at other Trust or non-Trust sites from time to time. The role will involve some lone working.

Hours of Work

Our employees work a 35-hour week (full time). In view of Warwickshire Wildlife Trust's work, employees can be called upon from time to time to work a reasonable period outside of the set hours. No overtime will be payable.

Holiday Entitlement

Our holiday year runs from January to December. Full time employees receive 25 days holiday per year plus bank holidays. For permanent members of staff this increases to 27 days after 2 years and 28 days after 5.

Pension

You will be automatically enrolled in the Warwickshire Wildlife Trust Stakeholder Pension Scheme if you meet the eligibility criteria, though you may opt out. As an employee you contribute 4.5% of your salary into the scheme and the Trust as your employer contributes an additional 6%.

Notice

If you choose to leave the Trust, you will be required to give one months' notice.

Equal Opportunities

Warwickshire Wildlife Trust is committed to equal opportunities and appoints on merit. We welcome applicants from all sections of society regardless of gender, sexual orientation, race, disability, marital status, age and religion, perceived community background or political beliefs.

CVs

Please be advised that CV's cannot be accepted on their own and will not be considered if submitted without a completed application form. A completed Warwickshire Wildlife Trust application form only will be accepted.

Responding to Applications

Thank you for showing an interest in this job and for taking the time to apply. Unfortunately, due to administration costs, we regret that only short-listed candidates will be contacted. If you have not heard from us within four weeks of the closing date, then please assume that your application has been unsuccessful on this occasion.

The purpose of this information is solely to provide prospective candidates with details relating to the post. It may not be construed as an offer of employment, nor does it form part of the contract of employment or the role profile.