

Job description - Visitor services officer (PB6B)

Job summary

As Visitor Services Officer, you will contribute to achieving an exceptional visitor experience, providing outstanding service they leave with lasting memories. Working across our visitor welcome/visitor centre, you will also work with the wider team to maintain our visitor facilities, making sure our visitors have a smooth, inclusive and enjoyable experience. You will help cultivate a supportive and positive work environment that encourages teamwork, productivity and individual growth. You will take opportunities to promote Forestry England's work including events, membership, legacy giving and volunteering.

Key responsibilities & accountabilities

As part of our visitor welcome team you will operate our visitor welcome area, handling cash and credit card sales, and proactively selling Forestry England memberships.

- give information and deal with enquiries from customers inclusively, positive and friendly.
- regularly inspect car parks, walking, running and cycling routes, and other recreational facilities including play areas. Take pride in managing litter, to create a safe and enjoyable environment.
- responsible, as part of a team, for the shop operation including stock rotation and management, replenishment and maintenance of the retail area.
- help maintain clean and welcoming public areas for our visitors to enjoy.
- play a crucial role in organising, supervising, and delivering exciting events, activities, and visitor services that create lasting memories.
- be willing to train in first aid and help when needed, contributing to safe and effective visitor support services.
- work closely with staff and volunteers, ensuring a supportive and collaborative atmosphere.
- follow Forestry England's procedures for handling cash, risk assessments, and customer service, being consistent and efficient.
- maintain strong communication with on-site partners, such as the restaurant and high ropes concessions, so we have a seamless and cohesive visitor experience.
- oversee parking infrastructure, addressing any issues quickly to ensure a hassle-free experience for visitors.

And any other tasks, reasonably requested by your line manager.

Skills, knowledge & experience

Essential professional and technical experience

- experience in delivering excellent customer service both in-person and using a variety of digital platforms.
- willingness and ability to work outdoors in all weathers and to carry out manual tasks
- proven ability to work as part of a team.
- practical understanding or a willingness to learn about health & safety best practices and a commitment to a positive health and safety culture in an outdoor environment.
- competent IT user with experience in MS Office suite of applications.

Desirable professional and technical experience

- basic DIY experience including the ability to carry out minor maintenance tasks on visitor buildings, signage, trails.

- experience of operating electronic admissions or retail till systems.
- experience of working in a retail environment or managing stock.
- experience of undertaking cash handling duties.
- a working knowledge of risk assessments and safe working in an outdoor setting.
- experience of working at a visitor attraction in the heritage and or environment sector.
- experience of assisting with the delivery of events and activities.

Qualifications

Essential

- a full UK driving license.
- a GCSE in Maths and English or functional skills equivalent/equivalent engineering subject