

Job description - Visitor Service Coordinator (PB6A)

Job summary

You will contribute to achieving an exceptional visitor experience, providing outstanding service so they leave with lasting memories. You will provide visitors with information, respond to enquiries with enthusiasm and expertise, making sure we meet the needs of every customer where possible. You will help keep our visitor facilities clean, safe and accessible. 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 marketing, events, membership and volunteering.

Key responsibilities & accountabilities

As part of our visitor welcome team you will operate our visitor welcome area, give information and deal with enquiries from customers inclusively, positive and friendly. You will handle credit card sales and proactively sell Forestry England memberships.

- lead on High Lodge site marketing, including updating and delivering a marketing plan.
- develop and deliver an engaging corporate offer that generates an income.
- grow learning and engagement opportunities with schools and the community.
- lead on delivery of the High Lodge event program and facilitate income generating, 3rd party event opportunities.
- oversee the coordination of High Lodge Information Point, staffing and rotas, leaflet stocks, first aid stocks, all retail sales and delivering good customer service
- act as site Duty Manager, as part of a rota,
- work closely with staff and volunteers, ensuring a supportive and collaborative atmosphere.
- follow Forestry England's policies and procedures being consistent and efficient.
- maintain strong communication with on-site partners, such as the Cafe, so we have a seamless and cohesive visitor experience.
- oversee parking system, addressing any issues quickly to ensure a hassle-free experience for visitors.

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

Location-specific information

Skills, knowledge & experience

Essential professional and technical experience

- experience in delivering excellent customer service both in-person and using a variety of digital platforms.
- experience in creating engaging marketing content.
- ability to manage a marketing delivery plan.
- experience in securely managing data.
- willingness to carry out both manual tasks (such as toilet cleaning) and administrative 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.
- competent IT user with experience in MS Office suite of applications.

Desirable professional and technical experience

- experience of operating electronic admissions or retail till systems.
- 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

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

Desirable

- higher education qualification in marketing or leisure and tourism