

Job description - Visitor Services Officer (PB6B)

Job summary

As Visitor Support Officer, you will contribute to achieving an exceptional visitor experience, providing outstanding service, so visitors 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.

No two days are the same and the demands of the role can vary widely, so you must be resilient, adaptable and prepared to respond to situations and environments that can be challenging and unpredictable.

The role is based in the Ranger Office at Beechenhurst and requires regular weekend working, including bank holidays.

You will also spend time supporting the wider team around the Forest, at other recreation sites such as Symonds Yat Rock, Mallards Pike, and the Forest of Dean Cycle Centre.

The role involves working outdoors in all weather's year around, both alone and with other staff and/or volunteers. You will travel around the forest on foot, by bike and in vehicles, both on and off road. Some tasks can be physically demanding.

Key responsibilities & accountabilities

- Provide face-to-face customer service at peak times, handling credit card sales and giving advice and information to visitors in an inclusive, positive and friendly manner, as well as proactively selling Forestry England memberships.
- regularly inspect car parks, walking, running and cycling routes, and other recreational facilities including play areas.
- Support in completing tree checks across recreation sites, trails and public rights of way.
- oversee parking infrastructure, addressing any issues quickly to ensure a hassle-free experience for visitors
- Support the maintenance of recreation facilities, including litter management, bin emptying, replenishing toilet consumables, vegetation management, signage installation and basic DIY to maintain a safe and enjoyable environment. Barrier opening and toilet cleaning may be required on occasion.
- Support delivery of events on recreation sites, including events run by Forestry England and third parties, as well as monitoring authorised permissions.
- Undertake visitor surveys, compile data and present findings in written reports.
- Promote sites and activities via social media in conjunction with the marketing and communications team.
- Facilitate all-terrain mobility scooter hire, including delivery of hire to customers and basic safety checks.
- Respond to unexpected incidents (e.g. lost children, first aid incidents) and support emergency services as required.
- Work closely with staff and volunteers, ensuring a supportive and collaborative atmosphere.
- Be willing to train in first aid and help when needed, contributing to safe and effective visitor support services.
- Follow Forestry England's procedures for risk assessments, and customer service, being consistent and efficient
- Carrying out minor repairs
- Helping with stock management

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 managing stock
- 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.

Qualifications

Essential

- full UK driving licence
- a GCSE in Maths and English or functional skills equivalent/equivalent Engineering subject