

## Job description - Visitor service supervisor (PB6a)

### Job summary

The Visitor Services Supervisor will oversee the visitor services team, consisting of up to four staff members working within the Visitor Centre. You will actively promote our Forestry England Membership, develop recreational opportunities, enhance volunteer involvement, and answer enquiries across multiple platforms. Together with the Visitor Experience Manager you will contribute to the overall enrichment of the visitor journey, supporting income generation whilst driving efficiencies across the site.

This post is a full-time role, working across a seven day a week pattern, averaging 37 hours. Actual hours will depend on the needs of the business throughout the year, which in effect means there can be some variance seasonally and some evenings may be required. The working pattern is Monday to Friday and will include working at least one weekend per month as Duty Manager.

### Key responsibilities & accountabilities

In this role, you'll have the opportunity to create memorable visitor focused experiences, maintain our recreational facilities, and co-ordinate engaging activities.

- be the face of Forestry England: you'll provide a visible and welcoming presence for visitors by co-ordinating and supervising day-to-day site activities to ensure a positive and memorable experience
- oversee Dalby Forest's retail operations within the Visitor Centre, regularly reviewing stock performance and reporting directly to the Visitor Experience Manager
- identify new suppliers and collaborate with the retail lead Visitor Service Officer to optimize retail income
- lead bi-annual stock takes and conduct profit and loss audits
- as the team lead, you will be responsible for completing end of day cash up procedures
- support the Visitor Experience Manager in the operation of our car park management system
- facilitate the inspection and maintenance of a range of trails, car parks and play areas throughout site to ensure a safe and enjoyable environment for all
- work with the Operations Manager with regards to public access considerations, during planning and implementation of harvesting and conservation works
- promote responsible behaviour: deliver appropriate messages about responsible visitor behaviour and professionally manage and resolve potential conflicts
- ensure health and safety procedures are met: coordinate emergency procedures, provide first aid assistance, complete accident and incident reports, and adhere to health and safety guidelines
- manage stakeholder relationships: build strong relationships with external partners, tenants, and concession operators. collaborate with local agencies, such as the North York Moors National Park authority, to coordinate multi-agency work during peak times and reduce visitor impact and arson risks
- represent Forestry England: participate in stakeholder meetings, events, and volunteer programmes to showcase the great work of Forestry England
- inspire others: plan, lead, and safely manage volunteer groups and programmes
- support operational programmes: help with project delivery and align with internal guidance and district plans

Any other tasks, reasonably requested by your line manager.

## Skills, knowledge & experience

### Essential professional and technical experience

- experience of working in a public facing role delivering high quality customer service requiring excellent verbal and written communication skills both in person and via a variety of digital platforms
- willingness and ability to work outdoors in all weathers and to carry out manual tasks
- proven experience in delivering sales within a retail or visitor attraction environment
- practical experience of planning and delivering visitor engagement activities
- excellent team working skills and the ability to work in a fast-paced environment
- practical understanding of 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

- experience of working for a membership organisation
- experience of working with various social media platforms
- experience in working with volunteers

## Qualifications

### Essential

- full UK driving license.
- a GCSE in Maths and English

### Desirable

- qualification in recreation management, tourism, leisure or similar
- first aid
- health and safety qualification