



JOB DESCRIPTION

Job Title: Visitor Experience Manager Escot
Function: Manage All Visitor Services Teams in the Park
Responsible to: Director General
Responsible for: Visitor Services Teams, Kiosk and Food Outlets

1. Principal Duties

1. Overseeing all visitor experience services for Wildwood Escot:

Overall responsibility for maintaining and improving the quality of the visitor experience at the Escot Wildwood Park for all visitors. Maximising income streams from visitors.

This will require the daily management of all the park's Visitor Experience Teams who are collectively responsible for receiving, processing and delivering a range of visitor bookings, visitor experiences and related business activities. This will include all events, group tours, animal experiences and encounters. Leading the sales and promotion of membership, including gift aid collection. Day to day running of, and increasing profitability of, all shop and food sales. This role will also include dealing with basic day-to-day HR and staffing issues as they arise including effective monitoring of staff performance. You will also directly line manage the shop and/or cafe manager, supporting and supervising them.

2. Customer Service

A fundamental part of this post is to ensure that all visitors to the park consistently receive the highest levels of customer services at all times. Your mission is to make every Visitor to Wildwood a Friend of Wildwood.

You will train the Visitor Experience Teams to ensure this consistency of service. This will involve:

- identification of training needs
- development of training schedules
- implementation and delivery of training programmes
- monitoring and review of training programmes
- monitoring staff performance levels
- coaching other managers and supervisors

3. Membership Recruitment and Gift Aid

Membership and Gift Aid income are critical to the successful operations of the Trust.

You will be required to lead all aspects of the membership recruitment of park visitors. You will help set recruitment targets for staff, manage and monitor the recruitment team's performance and be responsible for staff achieving these targets. The same applies to gift aid recruitment.

You will work with the Membership Manager in Kent, developing the efficient and accurate collection of customer, scanning systems, and member data and payment details.

5. Human Resources:

The role will entail the recruitment and management of employees and volunteers.

You will be required to manage your teams and to work with the HR staff and finance staff to appoint and manage those teams.

You will be directly responsible for the recruitment, supervision, performance management and appraisal processes for all Visitor Experience Teams.

6. Financial Administration:

You will be required to co-ordinate all financial administration of the shop and food outlets.

You will work closely with the finance team in ensuring that the shop and cafe's financial systems are effective. You will be responsible for maintaining accurate financial records and making sure that weekly sales, and other information as required, is reported to the finance team, Park Manager and Director General accurately and on time.

You will maintain strict financial management systems and documentation, monitor procurement, managing all order books, delivery notes, stock takes and invoices, ensuring that all sales and profitability targets that are achieved.

You will be responsible for ensuring full compliance of staff with the Electronic Clocking System for all the visitor experience teams.

You will provide assistance to the Park Manager, Director General and finance teams in preparing budgets, monitoring stock, profit margins, labour costs and all other financial measures necessary for the good running of the Visitor Experience Teams.

7. Health and Safety:

The Heads of Departments of Wildwood are responsible for the maintenance of Health and Safety systems and for setting their team's Health and Safety Standards.

You will be required to provide systems and documentary evidence with regards to developing and implementing our Health and Safety Policy across your teams. You will be required to ensure Wildwood's Health and Safety arrangements are effective, consistent and well documented across the board.

In addition you will keep all accident records, ensuring they are up to date, and co-ordinating first aid for both keepers and visitors.

8. Special Project Management:

This role will work together with other managers and departments to identify, develop and implement new and additional visitor experiences, for example, summer evening events and Christmas tours. You will be ultimately responsible for the effective delivery of these events. This will require you to be on hand to manage and supervise these events at times.

You will work closely with the Visitor Experience Manager at Kent and any future Wildwood parks to ensure the consistency of the standard of the visitor experience, membership recruitment and best practice across the Trust.

2. Skills, Knowledge & Experience

1. Essential

The successful applicant will already be an experienced manager and natural leader. They must be confident and dynamic, flexible in their approach to their work, and be able to carry out tasks independently. It is important that they are able to deal effectively and professionally with colleagues at all levels in a straight forward manner and are able to work well in a team context.

A high level of customer service skills is essential, as is the ability to inspire the highest levels of customer service in others through effective management, supervision and training.

Experience of managing in a retail, restaurant or 'front of house' environment is essential.

You must be willing to undertake management and customer service training and to deliver that training to others.

Being a team player, together with the ability to manage and inspire confidence and loyalty in a wide range of personalities will be essential to the effective running of our Visitor Experience Teams.

A genuine love of British wildlife and a belief in Wildwood's Mission.

3. Other Considerations

1. The post is advertised as a full time and will require regular weekend and bank holiday working, together with some evening working.
2. Appointment will be subject to a six month probationary period.
3. No person shall be treated less favourably than another on the grounds of sex, sexual orientation, marital status, race, ethnic or national origin, religion, colour, age or disability. As an equal opportunities employer, applicants for staff vacancies shall be short listed for interview and appointed purely on the grounds of their suitability for the post as laid out in the advertised job description
4. Wildwood operates a no smoking policy in the park and in its offices.

4. Employment Package

The salary band for the Visitor Experiences Manager Escot is £25,000 to £27,000.

Normal working hours are a 40 hour week, plus a half an hour for lunch; Core hours are 9.00 am until 5.00 pm although the job will involve overtime, plus evening and weekend working as part of your normal duties.

The holiday allowance is 30 days a year, this includes statutory holidays.

Appointments are subject to confirmation after a six-month probation period.

Wildwood offers access to a stake holder pension, details of which will be given to you on confirmation in post.

5. Applications

Application is by C.V. and covering letter and must contain the following information:

- Name, address, contact phone numbers
- Personal Statement
- Employment history
- Educational history

You should include a statement of the relevant skills and experience that you believe you will bring to the job, paying careful attention to the requirements of the job outlined above. You should give two referees to whom we can turn for a confidential reference, one of whom should be your current or most recent employer. References will only be taken up for those candidates chosen for interview or, with regard to current employer, on offer of contract.

Applications will not normally be acknowledged. If you would like yours to be acknowledged, please enclose a stamped, self-addressed postcard.

Applications should be sent to Laura Shea, Wildwood Trust, Herne Common, Herne Bay, Kent, CT6 7LQ. Or alternatively email laura.shea@wildwoodtrust.org. Interviews and selection tests will be held via Zoom by arrangement.