

JOB DESCRIPTION

JOB TITLE : Seasonal Visitor Centre Coordinator

Team: Visitor Services and Sales Operation

Part-time 4 days per week post NWT Ranworth "Broads Wildlife Centre" & NWT Ranworth Information Centre

DATE: January 2020

PREPARED BY: NM/KM

OVERALL PURPOSE OF JOB

To work with the Senior Ranworth Visitor Centre Coordinator to ensure the effective and efficient day to day running of NWT Ranworth "Broads Wildlife Centre" and NWT Ranworth Information Centre; maximise retail sales, recruitment of members, boat trip bookings and event promotion - at the same time ensuring the best possible visitor experience.

REPORTING TO

Senior Visitor Centre Coordinator

REPORTING TO JOB HOLDER

Visitor Centre volunteers, daily supervision of Boat operators

OTHER WORKING RELATIONSHIPS

Within the organisation

Visitor Services and Sales Manager, Sales Officer, NWT Broads Nature Reserves Manager, local reserve team, Boat Operators, Education Coordinators and Volunteer Officer. Members of the Reserves, Finance, Fundraising and Communications Teams.

Outside the organisation

Members and visitors, community groups, NWT local group members, school groups and media contacts (in consultation with the PR and Communications Manager).

MAIN DUTIES

1. Working closely with the Senior Visitor Centre Coordinator provide the best possible service for visitors to NWT Ranworth "Broads Wildlife Centre" and NWT Ranworth Information Centre including providing information about the reserve and the Trust in a professional manner at all times.
2. Develop, retain and deliver information on the reserves, and its wildlife, in order to provide the best information to visitors throughout the season.
3. Take day-to-day responsibility for retail sales, refreshment sales, membership recruitment, and securing gift aid. Boat trip bookings and ticket sales – including responsibility for meeting financial and performance targets.
4. Oversee and promote the recruitment of new members to Norfolk Wildlife Trust, promoting gift aid where appropriate on membership and donations.
5. Promote events and activities and provide reserve, wildlife and organisation information to visitors.
6. Ensure the Visitor Centres are kept clean, tidy, safe and secure at all times (including the toilet and staff areas), and compliant with Health & Safety and other statutory requirements. Work closely with the local reserve team to ensure that areas outside the centres such as walkways and car parks are being properly maintained and kept tidy and litter free.
7. Work with the Senior Visitor Centre Coordinator to recruit, train and manage volunteers to ensure that the centres are adequately staffed at all times; ensure that volunteers are fully trained in and aware of Centre procedures and the work of NWT, including the active recruitment of new NWT members and promotion of retail sales and donations.

8. Ensure that all cash transactions are accurate and that cash is properly handled and banked frequently in accordance with the Visitor Centre Financial Procedures guide and maintain accurate financial, visitor and membership records with weekly returns submitted to the Finance, Membership and Sales Officers.
 9. Working with the Senior Visitor Centre Coordinator produce an end of season report covering financial, membership and visitor numbers performance, along with commentary on Centre operational matters and recommendations for improvements.
 10. Daily supervision of the boat operators to ensure the daily operational and procedural aspects of the boat trail are adhered to.
 11. Deal with internal and external communications in an efficient, friendly and professional way.
 12. Receive, check in and price all sales stock, ensuring goods for sale are professionally and effectively merchandised and work closely with the Sales Officer to maintain sales and refreshment stock levels.
 13. Whilst working at the Ranworth Information Centre and where time allows, assist other boat users with mooring at the staithe as appropriate.
 14. Undertake visitor and other surveys as required.
 15. Ensure that all Visitor Centre staff and volunteers understand and comply with the Trust's Health and Safety Policy and other relevant policies and procedures.
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OTHER DUTIES

1. Provide information about NWT's education work regarding the reserve, and support the Education Officers when required.
2. Ensure that reserve staff and volunteers are kept informed regarding all educational and promotional activities.
3. Maintain and develop good relations with the local community.
4. During quieter periods carry out maintenance of the centres and curtilage using appropriate equipment, assisting reserve staff as requested.

SPECIAL REQUIREMENTS

1. Able to communicate effectively with all visitors, volunteers, members of the public, including school children, in a courteous, articulate and professional manner.
 2. Able to merchandise and sell goods effectively.
 3. Able to recruit, train, motivate and supervise volunteers.
 4. Good organisational skills and able to keep accurate financial and other records; able to use Microsoft Office software (Word / Excel / Outlook).
 5. Able to work alone and with a solution focussed approach to day-to-day issues.
 6. Able to understand the reserve, its wildlife and habitat management and to communicate this to visitors.
 7. Current driving licence and access/use of own vehicle with business use insurance, or suitable alternative arrangements.
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OTHER RELEVANT FACTORS OF THE JOB

May be expected to undertake ad hoc duties and tasks as discussed and agreed with the Senior Visitor Centre Coordinator.

Must be able to operate winch and chain equipment to draw bridge for access to Broads Wildlife Centre building and broad entrances.

There is no running water on site and access to the Broads Wildlife Centre is via boardwalk or boat only.

There is a composting toilet facility at the Broads Wildlife Centre site for staff use only.

May be expected to work unsociable hours.

May be expected to use own transport on Trust business.

LIMITS OF AUTHORITY

Can purchase items up to specified limit and within set budget

Cash handling, recording and banking.

CONDITIONS OF SERVICE : see Contract of Employment