



**Suffolk**  
Wildlife Trust

# Visitor Officer Recruitment information





# Suffolk Wildlife Trust and your part within it

Suffolk Wildlife Trust is an inspiring and impactful organisation with a compelling vision for our county:

**A Wilder Suffolk where nature is thriving and abundant, because everyone is doing more to help.**

In the decade to 2030 we are committed to scaling up our activities across the county to bring nature back to Suffolk. Our aim is for 30% of our county to be connected and well looked after for nature by 2030, so that our species and habitats can recover and thrive - and for 1 in 4 people to be actively helping to achieve this. Every member of staff has a direct role to play in our mission to **Bring nature back**.

Visitor Experience & Engagement is one of the ways in which we help people play their part and foster stronger connections to nature.

**Carlton Marshes** on the western fringe of Lowestoft is a magnificent water-filled landscape. Our work here, supported by the National Lottery Heritage Fund, is transforming the southern borders of the UK's most nature-rich areas into a spectacular year-round destination for nature-based recreation, learning and play - a gateway to the Broads National Park that local people are proud of.

Unparalleled opportunities to get close-up to wildlife, brought to life by a landmark visitor centre, makes Carlton one of the most accessible nature experiences in East Anglia.



## Role description – what you will do

We are looking for a team player with excellent people skills to be visitor facing as a 'Welcome Host' on a daily basis.

Every staff role has three key areas of focus to support our mission to bring nature back. Typically, you will spend 80% of your time on these:

### 1 – VISITOR EXPERIENCE

- Ensure a welcoming, high-quality, memorable and consistent visitor experience for a range of audiences at Carlton Marshes .
- Proactively interact with visitors providing excellent customer service.
- Responsibility for setting up an inviting and engaging 'Welcome' area
- Ensure all areas of Carlton Marshes are well-maintained, clean and tidy, including assisting with day-to-day manging and problem solving.
- Respond to visitor enquiries in person, by phone and email
- Provide focused, hands-on support and training to visitor centre volunteers, ensuring they are well informed to provide an excellent visitor experience
- Undertaking occasional cleaning, as required



## Role description continued...

### 2 –INCOME GENERATION

- Work with the Engagement Manager and Head of Business Development to assist in meeting the site's retail income targets through monitoring stock levels, ordering products, facilitating retail stock takes, and visual merchandising.
- Coordinate and support volunteers in their roles within retail, welcome and wildlife guiding.
- Build and increase Trust membership by recruiting members face to face & supporting a membership culture that empowers volunteers to drive recruitment.
- Actively promote and coordinate venue hire for Carlton Marsh's Discovery Room.





## Role description and the approach you need

### 3 – ENGAGEMENT

- Facilitate engagement opportunities (drop in and bookable) for children, young people, adults and families at Carlton Marshes at weekends, including bank holidays and evenings and throughout the school holidays
- Facilitate Wild Walk opportunities delivered externally and internally
- Embrace an audience-led approach to developing new opportunities to experience and learn about nature and to ensuring that the opportunities we enable are relevant, meaningful and accessible
- Report on engagement activity and undertake additional quantitative and qualitative evaluation, as agreed with Engagement Manager
- Signpost visitors to further opportunities to engage with and support the Trust, including events and activities at Carlton Marshes and across the county, other Trust reserves to visit and volunteering opportunities
- Create inspiring social media content to share stories, promote and celebrate engagement opportunities at Carlton Marshes and the reserve as a destination



## Role description and the approach you need

### OTHER

Use your excellent people skills and experience to contribute holistically to the Trust's vision for a Wilder Suffolk.

- Carlton is a growing visitor operation, you will need to work flexibly, be resilient and adapt to change.
- Team working is essential; you'll be working closely with colleagues (including volunteers) in the shop, café team and North East Reserves team.

### HOW WE WORK

The detail above explains the core purpose of your role with the Trust. What is equally important is how you do it. Suffolk Wildlife Trust is a gutsy organisation that seeks to learn from experience and embraces new ideas.

We are driven by our shared passion for nature & support each other to be the best we can. We constantly strive to communicate & collaborate brilliantly, representing the Trust in a friendly, professional, and well-informed manner.

We are a digitally enabled organisation & embrace digital technologies & innovations to support, streamline and increase the Trust's activity & impact.



## Skills & attributes we are looking for

	<b>Essential</b>
Commitment to the Trust's vision for a Wilder Suffolk.	✓
Excellent verbal and written communication skills.	✓
Experience working in a retail/visitor attraction/customer-facing environment.	✓
A commercial mindset and ability to think innovatively to maximise opportunities for visitor engagement and income generation.	✓
A team player who can motivate and inspire people.	✓
Computer literate including use of social media adhering to brand requirements.	✓
Evidence of excelling as part of a busy team, with a willingness to be flexible.	✓
Ability to manage and respond to customer needs and feedback.	✓
Agility, a can-do attitude and proven ability to problem solve.	✓
	<b>Desirable</b>
Knowledge of Health and Safety and Safeguarding.	✓
Experience of managing or supporting a team of volunteers	✓
Experience of delivering against targets and KPI's.	✓

## ...and in return

### Helping you plan for the future and maintain a great work life balance

- Salary of £24,000 - £25,600 depending on experience
- 9% pension contribution with no mandatory employee contribution
- Dedicated 24 hour Employee Assistance Programme for you and your household
- 33 days annual leave (including 8 bank holiday days) rising to 38 over 5 years
- Birthday bonus - your special day off to celebrate as you wish
- Free life insurance to give you a little reassurance
- Discounts in high street retail outlets
- 10% staff discount in our cafes and shops
- Great staff engagement and social events throughout the year
- Joining a passionate organisation dedicated to improving our natural world
- Joining a kind and supportive team with Mental Health awareness and Mental Health champions
- Working across some of the most beautiful locations in the county

### Work hours & work base

This is a full time role (37.5 hours p/w) based at Carlton Marshes, Burnt Hill Lane, Carlton Colville, Lowestoft, NR33 8HU. Working week from Sunday – Thursday.





## Next steps

### Thank you for your interest in Suffolk Wildlife Trust.

Your application should consist of a summary of relevant experience (e.g. CV) and a covering letter addressing the following points:

1. Why you would like to join Suffolk Wildlife Trust.
2. An outline of how your experience, knowledge and skills meet the requirements of the role. We value lived experiences as well as professional qualifications.

Prior to applying, you are welcome to discuss your application informally. Please email [recruitment@suffolkwildlifetrust.org](mailto:recruitment@suffolkwildlifetrust.org) if you would like to arrange this.

Closing date for applications: Tuesday 23 April 2024, 9am  
Please email your application to: [recruitment@suffolkwildlifetrust.org](mailto:recruitment@suffolkwildlifetrust.org)

Preferred candidates will be invited for an interview and further discussion about the role. **Interviews will be held at Carlton Marshes Visitor Centre on Tuesday 30 April 2024**



