



Visitor Welcome Officer

Recruitment Pack



Carlton Marshes

The visitor centre at Carlton Marshes is the Trust's 'gateway to nature' in the Broads National Park

- 3 The opportunity
- 4 About us
- 5 About the role
- 9 The skills we need you to bring
- 10 And in return...
- 11 How to apply



The opportunity

3

We are in no doubt that to achieve our ambition to bring nature back, we need nature to be part of everyday life and decision-making for everyone.

This is your challenge - and opportunity!

We will be the enablers of change, creating opportunities for everyone to connect to nature and play their part in nature's recovery as part of a countywide movement for nature - Team Wilder.

Based at Carlton Marshes visitor centre, this role is central to achieving this in North-East Suffolk.

This is a visitor-facing role, working with the North-East Suffolk Engagement and Visitor Operations Manager and the Engagement team based at Carlton Marshes to drive exceptional visitor experience and inspire a wider range of people to experience, learn about and take action for nature.



Creating impact

The visitor centre at Carlton Marshes is the focal point for this role

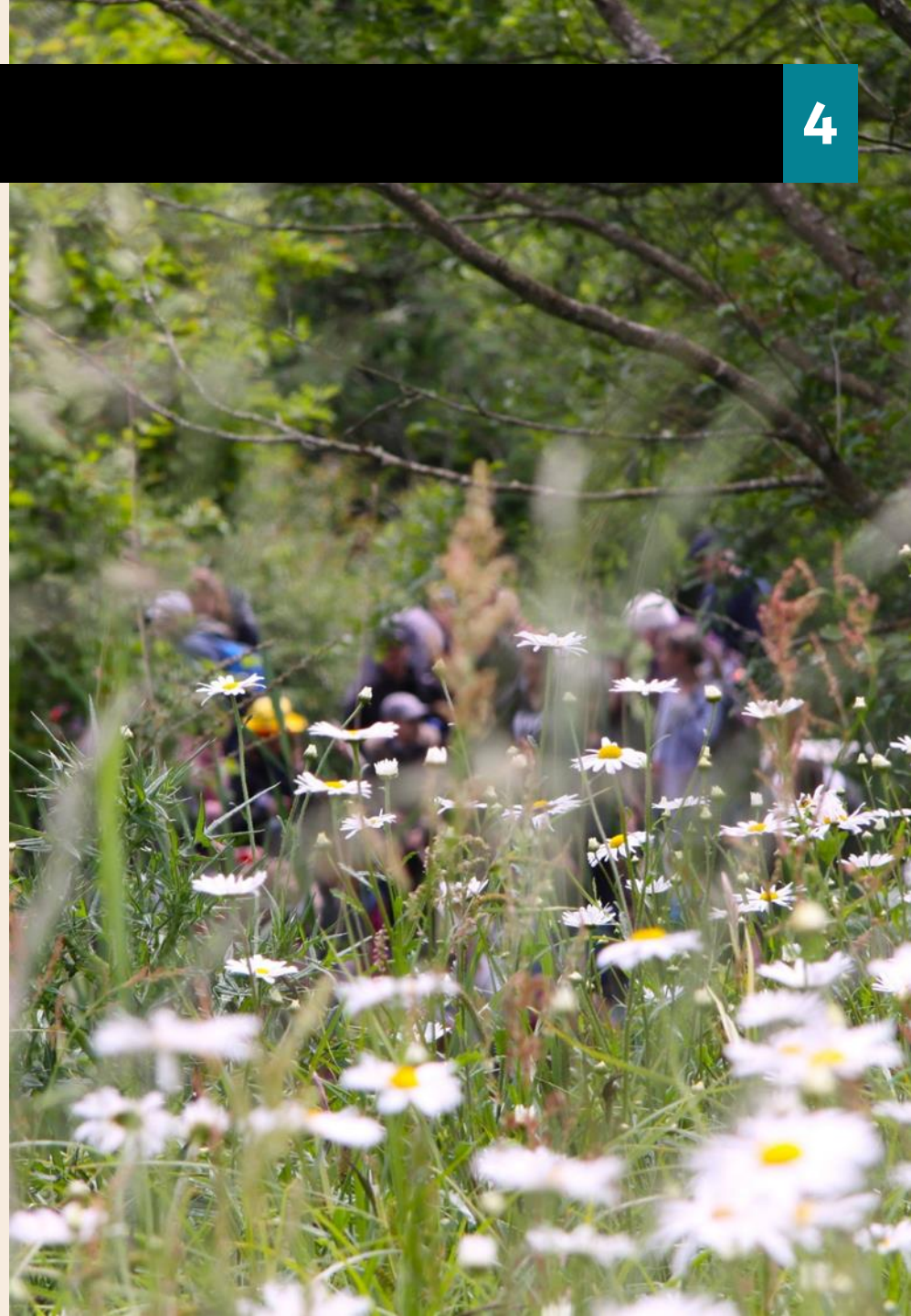
Suffolk Wildlife Trust is the county's nature charity – protecting and restoring Suffolk's wildlife.

Since the Trust was founded in 1961, we have been leading conservation efforts in Suffolk and have safeguarded some of the county's most important wildlife areas as nature reserves.

As a grass-roots organisation, we aim to deliver our vision to '**Bring nature back**' by inspiring people and empowering communities to care and to act for nature – as well as managing our 51 nature reserves and advocating for wildlife.

We are championing two collective targets in Suffolk that everyone in society can help to achieve:

- To protect and restore 30% of Suffolk's land and sea for nature recovery
- To inspire and support 1 in 4 people in Suffolk to take action for nature and climate



Every staff role has three key areas of focus to support our mission to bring nature back:

1. VISITOR EXPERIENCE

- Ensure a welcoming, high-quality, memorable and consistent visitor experience for a range of audiences at Carlton Marshes
- Proactively welcome and engage with visitors, providing excellent customer service
- Take responsibility for creating and setting up an engaging and inviting welcome area in the visitor centre
- Ensure all areas of Carlton Marshes visitor centre are well-maintained, clean and tidy, including assisting with day-to-day operations and problem-solving, as appropriate.
- Respond to visitor enquires in person, by telephone and by email in a timely and professional manner
- Provide focused hands-on support and training to visitor centre volunteers, ensuring they are motivated and well-informed to provide excellent visitor experience
- Undertake occasional cleaning, as required



2. GROWING INCOME

- Work with the Engagement and Visitor Operations Manager to assist in meeting the visitor centre's retail income targets through facilitating stock checks and monitoring stock levels, ordering retail products and visual merchandising
- Harness the enthusiasm of and support volunteers in welcome, retail and wildlife guiding roles
- Increase Trust membership by recruiting members face-to-face and fostering a membership culture that empowers volunteers to drive membership recruitment
- Proactively promote, be the first point of contact for and coordinate use of the visitor centre and hire of the visitor centre's Discovery Room by external groups



3. ENGAGEMENT

- Facilitate drop-in and bookable engagement opportunities for children, young people, families and adults at weekends, including bank holidays, and evenings and throughout the school holidays
- Facilitate Wild Walks, led by Trust staff and volunteers and external partners
- Create and maintain engaging and inspiring displays and interactive engagement opportunities for visitors to access independently in the visitor centre's Discovery Room
- Embrace an audience-led approach to developing new opportunities to experience and learn about nature and 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 the Engagement and Visitor Operations Manager
- Signpost visitors to further opportunities to engage with and support the Trust, including events and activities at Carlton Marshes and across the county, nature reserves to visit and volunteering opportunities
- Create inspiring social media content to share stories, promote and celebrate engagement opportunities at Carlton Marshes, the reserve as a visitor destination and how to get involved



HOW WE WORK

Our culture matters to us and enables us to achieve more for wildlife.

Your role description explains the core purpose of your role. 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 and support each other to be the best we can.

We constantly strive to communicate and collaborate brilliantly, representing the Trust in a friendly, professional and well-informed manner.



The skills we need you to bring

9

A personal commitment to Suffolk Wildlife Trust's mission to bring nature back	✓
Proven experience of enabling excellent visitor experience and customer service in a visitor attraction/retail/customer-facing setting and of responding to visitor and customer needs and feedback	✓
A confident communicator, with a flair for engaging and inspiring audiences to get involved	✓
An ability to think innovatively to maximise opportunities for visitor engagement and income generation	✓
Track record of excelling as part of a busy team, with a willingness to be flexible to adapt to changing priorities	✓
Proven experience of managing and supporting volunteers	✓
Computer literate, including effective use of social media	✓
Knowledge of Health & Safety and Safeguarding	✓
Organised and efficient, with finely honed juggling skills!	✓
A positive, can-do attitude and ability to problem solve	✓
A supportive and approachable colleague with a high degree of personal integrity	✓

And in return...

10

This role is based at Carlton Marshes on the edge of Lowestoft.

This is a permanent full-time role (37.5 hours per week) which will involve working regular weekends and evenings as standard (working week Sunday – Thursday) in the visitor centre to fulfil the role.

Salary £24,000 - £25,600 pa dependent on experience

- 9% pension contribution with no mandatory employee contribution
- 33 days annual leave including bank holidays, increasing to 38 over your first five years
- Bonus day off for your birthday
- Dedicated 24-hour Employee Assistance Programme for you and your household
- Free life insurance to give you a little reassurance
- Free online access to a private GP for you and your household
- Discounts in high street retail outlets
- 10% staff discount in our cafes and shops
- Joining a passionate organisation dedicated to improving our natural world
- Working across some of the most beautiful locations in the county



How to apply

11

If you're excited by the opportunity, tell us why we need you on our team.

To apply, please [complete the online application form](#).

CLOSING DATE FOR APPLICATIONS:

Sunday 3 November 2024

INTERVIEWS WILL BE ON:

Weeks commencing Monday 11 November and Monday 18 November 2024

Please indicate your availability with your application.

Thank you for your interest in bringing your talents and skills to Suffolk Wildlife Trust – we look forward to meeting you.





Suffolk
Wildlife Trust

**Together, we can create a
wilder Suffolk for everyone**