

JOB DESCRIPTION

JOB TITLE	Visitor Services Officer
TEAM	Nature Recovery, Centres Team
GRADE	C
RESPONSIBLE TO	Centres Manager
RESPONSIBLE FOR	Staff, volunteers, visitors, contractors

OVERALL ROLE

The role is based primarily at Kingcombe Visitor Centre to provide important administrative and visitor support to the Centres team, visitors, and accommodation offer throughout the year. This is a 12-month, maternity leave cover, full-time post of 35 hours per week.

Duties include: providing a high level of customer service, ensuring Centres and buildings are presented well, overseeing accommodation admin, contractors, maintenance, and housekeeping.

The VSO works within a small team to deliver day to day running of visitor experience on site, as part of the wider staff duty officer rota, primarily at Kingcombe Visitor Centre, with occasional cover at Wild Chesil Centre. The role oversees day-to-day activities, volunteers, visitors and visitor management, and actively promotes membership recruitment to help build DWT's supported base. The VSO role supports all DWT visitor centres events admin, including Eventbrite advertising and marketing, events, groups, courses and workshop admin, as well as administrative support for lettings at Kingcombe, Wild Woodbury and Brownsea.

Key responsibilities

1. Accommodation & Visitor Experience

- Welcome guests and visitors to the Kingcombe Visitor Centre, delivering exceptional customer service and acting as an ambassador at the point of entry to the Centre.
- Provide visitors with the information they need to have a fulfilling and safe experience, providing orientation, and signposting people to Centre and reserves activities.
- Oversee housekeeping for accommodation, ensuring all buildings and accommodation are well presented and cleaned by cleaning contractors.
- Oversee bookings systems with agencies and internally for accommodation, answer queries, and liaise with contractors.
- Pay attention to detail to ensure guest facilities are safe, of a high standard and areas are always ready for use, updating or replacing inventory where required.
- Assist in organising estate and utility services to ensure the effective running of the Centre and accommodation buildings, including liaison with external contractors and support service providers.
- Assist with the organisation and logistics of events and activities based at the Centre.
- Working with DWT's Marketing Team and Centre Manager to help with the development of a marketing programme to promote accommodation and Centre events.
- Assist with the development and maintenance of Visitor Centres presence on social media.
- Act as Centre duty officer as required on a rota basis to provide daily, weekend and evening cover as required.

2. Administrative & Co-ordination

- Responsible for bookings and administration for accommodation reservations, events, groups, courses and workshops.

- Work with volunteers in their role of supporting the Centre in engagement activities, greeting visitors, providing information, helping with retail sales and stock.
- Maintain the office, systems and KVC digital files, and develop admin procedures where necessary. Handle enquiries and communications within an appropriate timeframe.
- Manage retail stock on site and work with Retail Panel and Finance Team on admin.
- Co-coordinate the feedback and evaluation system for courses, groups and other activities.
- Act as duty officer helping with the day-to-day running of the centres, ensuring facilities are kept clean and tidy, and well maintained.
- With Centre Officers, co-ordinate the planning of Centre based courses, workshops, events, and activities, and responsible for the admin that supports these processes.
- Engage with visitors to promote wildlife conservation, DWT and help manage visitor impact on the surrounding area.
- Actively promote membership recruitment and help build DWT's supporter base.
- Assist with communications, publicity and marketing of centres as a shop window for DWT.
- Liaise with stakeholders, wardens and other DWT staff and volunteers as appropriate
- Provide occasional support for out of hours calls, dealing with issues and ensuring appropriate response and feedback.

Other Duties

All staff are expected to:

- Undertake any other duties appropriate to the post as delegated by the line manager;
- Contribute to other Dorset Wildlife Trust activities when required, to deliver the aims of the Strategic Plan.
- Engender a culture of public engagement and membership recruitment within the team.
- Abide by organisational policies and procedures laid down in the Staff Handbook, including promoting equal opportunities particularly with regard to volunteer work.
- Take responsibility for Health and Safety in own work plans and activities and ensure that all activities are carried out in accordance with DWT H&S policies and procedures.

This role will be regularly based at Kingcombe Visitor Centre, with some involvement across other centres/accommodation as required. It entails regular weekend and bank holiday working (5 days out of 7 on the rota), and lone working. There also may be periodic travelling within the county with occasional journeys further afield; own vehicle may be needed. A valid driving licence is a requirement of this position. Overnight stays are only rarely required. This post involves handling money and financial records and therefore will require a DBS disclosure check to be carried out.

PERSON SPECIFICATION

Area A	Experience
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The post holder will be expected to have relevant experience in the following areas:

- Working in a hospitality /housekeeping or administration role (essential)
- Working in a visitor/education Centre (desirable)
- Working with volunteers (desirable)
- Retail sales delivery (desirable).
- EPoS (Electronic Point of Sales) systems (desirable).
- Delivering exceptional customer service (essential)
- Promotion/marketing experience (desirable)

Area B Knowledge

The post holder is expected to have knowledge of the following:

- Visitor information and customer service (essential)
- Health and Safety legislation (desirable)
- General office practice and procedures (essential)
- Office IT systems and social media (essential)
- Digital and marketing (desirable)

Area C Skills/Qualifications

The post holder will require the following skills/qualifications:

- Excellent verbal communication skills (essential)
- Clear and professional written communication skills (essential)
- Ability to work in a team and under own initiative (essential)
- Ability to keep to timescales, meet deadlines and organise work efficiently (essential)
- Ability to use initiative, attention to detail and make decisions (essential)
- Full driving licence (essential)
- Good computer literacy including internet/website administration (essential)
- Additional secretarial and IT qualifications (desirable)

Area D Personal Qualities

- Enthusiasm and self motivation
 - Adaptable and flexible approach
 - Calmness under pressure and ability to deal with potentially challenging conversations
 - Friendly, patient and polite nature
 - An eye for detail and accuracy
 - Confident and proactive Reliable and a good timekeeper
 - Interest in nature and wildlife
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Director signature:

Date...

Postholder signature:..... Date.....