

JOB DESCRIPTION

JOB TITLE: Visitor Centre Coordinator Part Time (based at NWT Ranworth Broad National Nature Reserve (NNR) but working from time to time at other Visitors Centres or at Bewick House)

DATE: February 2025

OVERALL PURPOSE OF JOB

To deliver a warm, friendly and enjoyable visitor experience so that visitors leave understanding who Norfolk Wildlife Trust is and what we do as well as how they can do more for nature.

The Visitor Centre Coordinator ensures the effective and efficient day-to-day running of NWT Visitor Centre at Hickling; including welcoming visitors and answering their queries, overseeing entry ticket sales and retail sales supporting membership recruitment and event promotion and managing boat trip bookings.

REPORTING TO

Senior Co-ordinator at centre

REPORTING TO JOB HOLDER

Visitor Centre volunteers and daily supervision of boat operators in the absence of the Senior Visitor Centre Coordinator.

OTHER WORKING RELATIONSHIPS

Within the organisation

Visitor Services and Sales Manager, Sales Officer, Reserve Warden, local reserve team, Boat Operators and Wilder Learning Officers. Members of the Reserves, Finance, Fundraising and PR 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

Visitor Centre

1. Provide the best possible service for visitors to NWT including providing information about the reserve and Norfolk Wildlife Trust (NWT) in a welcoming and responsive manner.
2. Ensure the Visitor Centre is kept clean, tidy, safe and secure at all times (including the toilet and staff areas), and compliant with Health & Safety and other statutory requirements. Maintain the Health and Safety checklist. Work closely with the local reserve team to ensure that areas outside the centres such as walkways, hides and car parks are maintained and kept tidy and litter free.

3. Take day-to-day responsibility for entry ticket, retail, and refreshment sales, as well as managing boat trip bookings in order to achieve financial and performance targets.
4. Support membership recruitment through conversion of visitors to membership (including securing Gift Aid sign up and payment via direct debit) as well as supporting NWT's face-to-face recruitment agency when they are present at the Visitor Centre.
5. Ensure that all transactions are accurately recorded and reconciled 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.
6. Assist with the promotion of reserve-based events and activities to help attendance and participation targets are met.
7. Deal with internal and external communications (including any complaints) in an efficient, friendly and professional way.
8. Ensure equality, diversity and inclusion are considered in all aspects of delivering a first class visitor experience.
9. Provide Visitor Centre Coordinator cover at other Visitor Centres, primarily at NWT Hickling, but from time to time at NWT Cley Marshes and NWT Holme Dunes. Scheduling requirements will be coordinated by the NWT Ranworth Broad Senior Visitor Centre Coordinator liaising with other Senior Visitor Centre Coordinators and Cley Centre Manager in agreement with post holder.

Volunteers

10. Assist with the recruitment, training and day-to-day supervision of volunteers to ensure that the centre is adequately staffed at all times and that they deliver a high standard of visitor welcome and an enjoyable experience for visitors across the reserve.
11. 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.
12. Ensure that volunteers understand and comply with NWT's Health and Safety Policy and Safeguarding Policy other relevant policies and procedures.

Retail

13. Receive, check in and price all sales stock, ensuring goods for sale are professionally and effectively merchandised.
14. Work closely with the Sales Officer to maintain sales and refreshment stock levels.
15. Assist in maintaining the EPOS stock management and sales system in line with the NWT process and compliance protocols.
16. Implement stock taking procedures in line with NWT stock taking protocols.

Other

17. Help to ensure the service provided at Visitor Centres is meeting visitor expectations and achieving a high degree of visitor satisfaction by supporting the delivery of visitor research such as surveys, suggestion boxes, recording, and responding to visitor complaints.

18. Contribute to an end of season report covering financial, membership and visitor numbers performance, along with commentary on Centre operational matters and recommendations for improvements.
 19. Provide information about NWT's education work regarding the reserve, and support the Wilder Learning Officers when required.
 20. With guidance from the Visitor Services and Sales Manager, ensure any data capture or data management is compliant with GDPR.
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OTHER DUTIES

1. Willing and able to undertake training to operate our trip and work boats
2. Maintain and develop good relations with the local community

PERSON SPECIFICATION

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 use an EPOS system and manage sales and stock effectively.
 4. Able to train, motivate and supervise volunteers and give information to potential volunteers regarding the application process.
 5. Good organisational skills and able to keep accurate financial and other records; able to use Microsoft Office software (Word / Excel / Outlook).
 6. Able to work alone and with a solution focused approach to day-to-day issues.
 7. Able to understand the reserve, its wildlife and habitat management and to communicate this to visitors.
 8. Current driving licence and access/use of own vehicle.
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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 Coordinator.

May be expected to work unsociable hours.

If applicable may be expected to use own transport on NWT business. Please refer to guidelines set out in GN20 Vehicle Use.

LIMITS OF AUTHORITY

Able to purchase items up to specified limit and within set budget as set out in the NWT Purchasing Policy and Procedures.

Cash handling, recording and banking as set out in the Visitor Centres Financial Procedures Guide.

CONDITIONS OF SERVICE

See Contract of employment.