

JOB DESCRIPTION

Visitor Experience & Centre Manager

OFFICE BASE:	Carlton Marshes visitor centre (opening spring 2020)
WORK HOURS:	37.5 hours per week including weekends. Occasional evenings
SALARY:	£33k-£35k (from autumn 2019)
RESPONSIBLE FOR:	Catering & Retail supervisor, Cleaner
REPORTING TO:	Head of Engagement

OVERALL PURPOSE OF ROLE

Suffolk Wildlife Trust is the county's nature charity. Our goal is for Suffolk to be nature-friendly, with wildlife able to thrive across Suffolk because everyone is doing more for nature.

Carlton Marshes is a 1000-acre nature reserve on the edge of Lowestoft, Suffolk's second largest town. With major habitat creation underway, it will be the most significant wildlife site in the southern Broads National Park, offering unparalleled opportunities to get close to wildlife.

The reserve will be brought to life by a landmark visitor centre and an imaginative programme of activities, which will make it the most exciting nature experience in East Anglia – and the southern gateway to the Broads National Park.

The **Visitor Experience & Centre Manager is an entrepreneurial, business focused role, to drive the launch and long term success of the new centre**, including the catering and retail activity which are in themselves, a key part of the visitor experience. You will bring your extensive experience from other facilities, to establish effective and efficient management, administration and day to day running of the Carlton Marshes centre operation in all aspects including catering and sales, interpretation, promotion, events, membership recruitment, and the promotion of Suffolk Wildlife Trust.

Our business aim is for the reserve and centre to be financially self-sustaining, so as to support conservation, learning and access to nature in the long term.

All our activities are underpinned by the Trust's values:

- We will always act in the best interests of wildlife.
- We will secure a future for wildlife in Suffolk by connecting people to nature.
- We will make a difference by inspiring and empowering local action for wildlife.
- We are a learning organisation and will embrace new ideas to achieve our vision.

This is a collaborative role, working with the Reserve team and Learning team to provide the excellent nature experience and visitor experience we aspire to.

A driving licence is essential to support the effective delivery of this role.

MAIN RESPONSIBILITIES

1. LEADERSHIP

- Bring on-the-ground leadership to the delivery of the Trust's ambition for Carlton Marshes to become a regional nature destination

2. CENTRE START UP & OPENING (scheduled for April 2020)

- Work closely with the Property & Projects Manager to complete the fitting out of the new centre, including decisions about furniture, equipment and resources
- Recruit and train the centre staff team (Catering & Retail Supervisor, Catering Assistants, Retail Assistants, Cleaner) and volunteers
- Set up the retail operation, including EPOS, in preparation for the opening
- Set up the catering operation (with support from the Catering & Retail Supervisor), in preparation for the opening
- Coordinate the move from our current building into the new centre (with support from the Property & Projects Manager)
- Take responsibility for testing and snagging the centre prior to opening and compile a reference manual to support day to day troubleshooting as the building beds-in.
- Co-ordinate the centre 'soft' opening in April 2020 and celebratory opening in July 2020

3. FACILITIES MANAGEMENT

- Take overall responsibility for the staff and volunteer rota to ensure the effective and efficient running of the centre (delegated on a day-to-day basis to the Catering & Retail Supervisor)
- Take responsibility for the effective and efficient management, administration and day-to-day operation of the public visitor spaces (including the main visitor space, activity room, external visitor spaces and viewpoints, café, shop, toilets and Wild Playscape)
- Take responsibility for the internal and external interpretation, including maintaining, troubleshooting and updating the AV displays, wild cams, website and Sprytar app
- Take responsibility for the day-to-day security of the centre premises and associated goods and equipment
- Develop and implement a procedures manual for day-to-day tasks and routine maintenance

4. VISITOR EXPERIENCE

- Take responsibility for creating and delivering an outstanding visitor experience at Carlton Marshes
- Champion our ambition for Carlton Marshes to be the most accessible nature experience in East Anglia and embed this across all our activity
- Work with the Learning Manager to drive the development, delivery and promotion of the engagement programme, led by the Wild Learning Officers
- Maintain an overview of the activities and opportunities for visitors, to achieve balance, inclusivity and interest for our different audiences
- Build a team of volunteer Wild Guides to support the delivery of a customer-focused visitor experience, at the centre and across the reserve
- Co-ordinate partnership experiences with neighbouring attractions eg river trips, ferry, walks
- Monitor customer feedback and satisfaction and use this to grow the experience we offer
- Lead the evaluation of the visitor experience as part of the Heritage Fund project

5. BUSINESS DEVELOPMENT

- Take responsibility for driving visitor growth to 120,000pa through wide ranging promotion, communications activity and networking, including press and social media (currently 55,000pa)
- Work with the Catering & Retail Supervisor to grow a profitable and efficient catering operation which contributes to the overall visitor experience and reflects the Trust's values
- Develop a profitable and efficient sales operation which contributes to the overall visitor experience and reflects the Trust's values (with support from Community Fundraising Manager and Head of Business Support)
- Embed membership recruitment into the ethos of the entire centre team and achieve annual recruitment targets to build long term support for the Trust
- Develop voluntary donations into a significant income stream, including donations for parking, through the culture and visitor experience across the reserve and centre
- Develop additional capacity and 'pop-up' operations for the peak summer period
- Maintain efficient and timely record keeping and reporting, including financial reporting and banking (as required by the Head of Business Support)

6. TEAM WORKING

- Maintain a day-to-day close working relationship with the Broads Sites Manager in respect of visitor management, wildlife experience and daily tasks on the reserve
- Maintain a day-to-day close working relationship with the Wild Learning Officers in respect of visitor engagement and learning
- Work closely with the SWT Lackford Lakes visitor team to share learning and best practice.
- Use your skills and experience to contribute holistically to the Trust's vision for a wilder Suffolk
- Be an ambassador for Suffolk Wildlife Trust



Thank you to National Lottery Players.

This is a new post, funded by the National Lottery Heritage Fund as part of a £4 million investment which is transforming Carlton Marshes into the southern gateway to the Broads National Park.