

## ROLE DESCRIPTION AND PERSON SPECIFICATION

### Senior Visitor Experience Officer

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**BASE OF WORK:**

Carlton Marshes

**REPORTING TO:**

Visitor Experience & Commercial Operations Manager

**RESPONSIBLE FOR:**

Visitor Experience Officer

**VOLUNTEER MANAGEMENT:**

Volunteer manager tasks include using Team Kinetic & leading on volunteer recruitment, onboarding, recognition and day-to-day management of volunteers.

### ROLE PURPOSE

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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 lead up 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.

As Senior Visitor Experience Officer, you will lead the delivery of exceptional visitor experiences. You will oversee the day-to-day operations of the visitor centre, ensuring it is welcoming, inclusive and engaging for all audiences. You will manage a team of volunteers, support staff and take responsibility for income generation, membership growth and strategic engagement aligned with the Trust’s goals.

You will play a key role in delivering impact measures and KPIs including increasing nature connection, engaging underrepresented audiences, and driving repeat visits and re-engagement. Through creative programming, operational leadership and data-informed decision-making, you will help position our visitor centre as a national exemplar of high-quality nature experiences.

### MAIN RESPONSIBILITIES

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Every staff role has three key areas of focus known as the “Power of 3” to support our mission to bring nature back. Typically, you should expect to spend 80% of your time on these:

**1) Visitor experience & nature connection**

- Lead excellent customer service standards across all touchpoints, ensuring every visitor feels welcome, informed, and inspired, and co-ordinate Team Wilder communications.
- Use visitor insights and feedback to continuously improve the quality, accessibility, and impact of experiences at the centre.
- Create engaging opportunities for *new-to-nature audiences* to connect with nature and deepen the connection for existing audiences.
- Plan and lead a varied programme of guided walks that showcase the nature reserve, evaluating participation and feedback to drive continuous improvement and measurable impact.

## 2) Leadership

- Foster a culture of membership recruitment and community engagement across the centre team.
- Collaborate with the Catering Manager and Senior Learning Officer to ensure smooth, joined-up delivery across visitor services, learning, and hospitality
- Recruit, train, and support volunteers and guides to deliver high-quality, safe, and engaging activities.

## 3) Income Generation & Operational Oversight

- Develop and promote room hire, group visits, and bespoke experiences to generate sustainable income.
- Grow the adult course programme, liaising with course leaders and supporting promotion
- Build partnerships with local businesses and community groups to expand audiences and diversify revenue streams.
- Work with the Visitor Experience and Commercial Operations Manager to develop, monitor, and manage centre budgets effectively.

## PERSON SPECIFICATION

- A personal commitment to Suffolk Wildlife Trust's mission to bring nature back.
- Proven experience in leading visitor engagement or centre operations in a public-facing environment.
- Demonstrated ability to line manage staff and coordinate volunteers effectively.
- Skilled in delivering inclusive, high-quality visitor experiences and events.
- Confident communicator, able to engage diverse audiences and represent the Trust professionally.
- Experience in income generation, including venue hire and retail operations.
- Comfortable using digital tools, social media, and visual displays to enhance visitor engagement.
- Organised and proactive, with the ability to manage multiple priorities and respond flexibly.
- Experience working collaboratively across teams and with external partners.
- Commitment to inclusion and accessibility.
- Confident IT skills using Microsoft 365.
- Knowledge of Health & Safety and Safeguarding practices.
- Ability to use data and insights to inform decisions and improve performance.
- Full driving licence and access to a vehicle (pool vehicles may be available).
- Use your skills and experience to contribute holistically to the Trust's vision for a Wilder Suffolk.

## ADDITIONAL INFORMATION

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- The role may entail some evening and weekend working.
- The Visitor Centre is open all-year round, staffed between 9:00am and 5:00pm Monday to Sunday.
- The role requires an interest in working for a charity that is determined to protect wildlife for the future and for the people of Suffolk.
- The role requires the ability to drive, including a full driving licence and use of a vehicle, though pool vehicles may sometimes be available.

## OUR CULTURE

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[Our organisational culture matters to us and enables us to achieve more for wildlife.](#)

Your role description explains the three key areas of focus of your role. What is equally important is how you do it. Suffolk Wildlife Trust is a gutsy organisation - we show courage, determination and spirit, learning from experience and embracing new ideas.

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

## **WILD ABOUT INCLUSION**

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Suffolk Wildlife Trust is committed to an inclusive and diverse workplace where everyone is welcome. As a conservation charity, we recognise the importance of diversity in both nature and our workforce of staff and volunteers. We strive to ensure that everyone feels valued and empowered to contribute to our vision.