

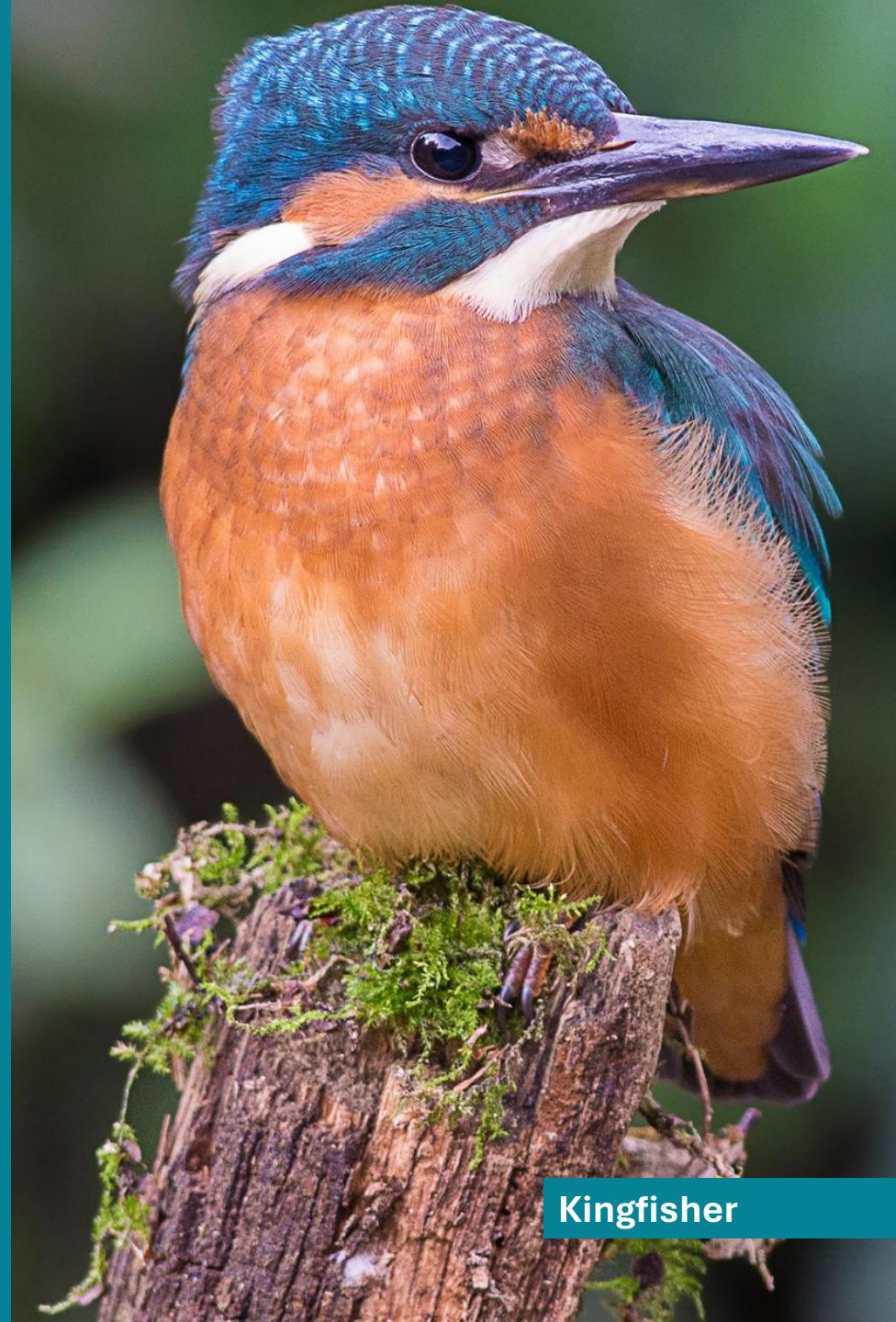


Suffolk
Wildlife Trust

Senior Visitor Experience Officer

Carlton Marshes Visitor Centre

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”



Kingfisher

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 ambition to '**Bring nature back**' by inspiring people and empowering communities to care and to act for nature, as well as managing our 50 nature reserves and advocating for wildlife.

Leading 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.



Dragonfly

About Carlton Marshes Visitor Centre

3

Carlton Marshes, located in the Waveney Valley at the southern tip of the Norfolk Broads near Lowestoft and part of the Suffolk Broads, is a mosaic habitats including grazing marsh, fens, peat pools, meadows, dykes and scrub that have evolved over centuries to support specialised wildlife.

In 2019, the National Lottery Heritage Fund invested over £4 million, with matching support from Suffolk Wildlife Trust donors, to create 1,000 acres of wild space. Cowper Griffith Architects were commissioned to design a flagship visitor and education centre that replaces outdated facilities while emphasising community engagement, inclusive access and low energy.

Strategically placed beside the watercourse, the visitor centre offers panoramic reserve views and a relaxing atmosphere to enjoy freshly baked goods, refreshments and a gift shop area. It also connects to an all-weather network of paths and viewpoints. The surrounding landscape features a play area and a picnic lawn with easy servery access. The winged roof directs rainwater into a clear pond before discharging into the watercourse, and the sustainable timber superstructure (using Glulam and Cross Laminated Timber) forms striking zigzag portal frames both indoors and out.



Our Ambition

To protect and restore 30% of Suffolk's land and sea for nature's recovery



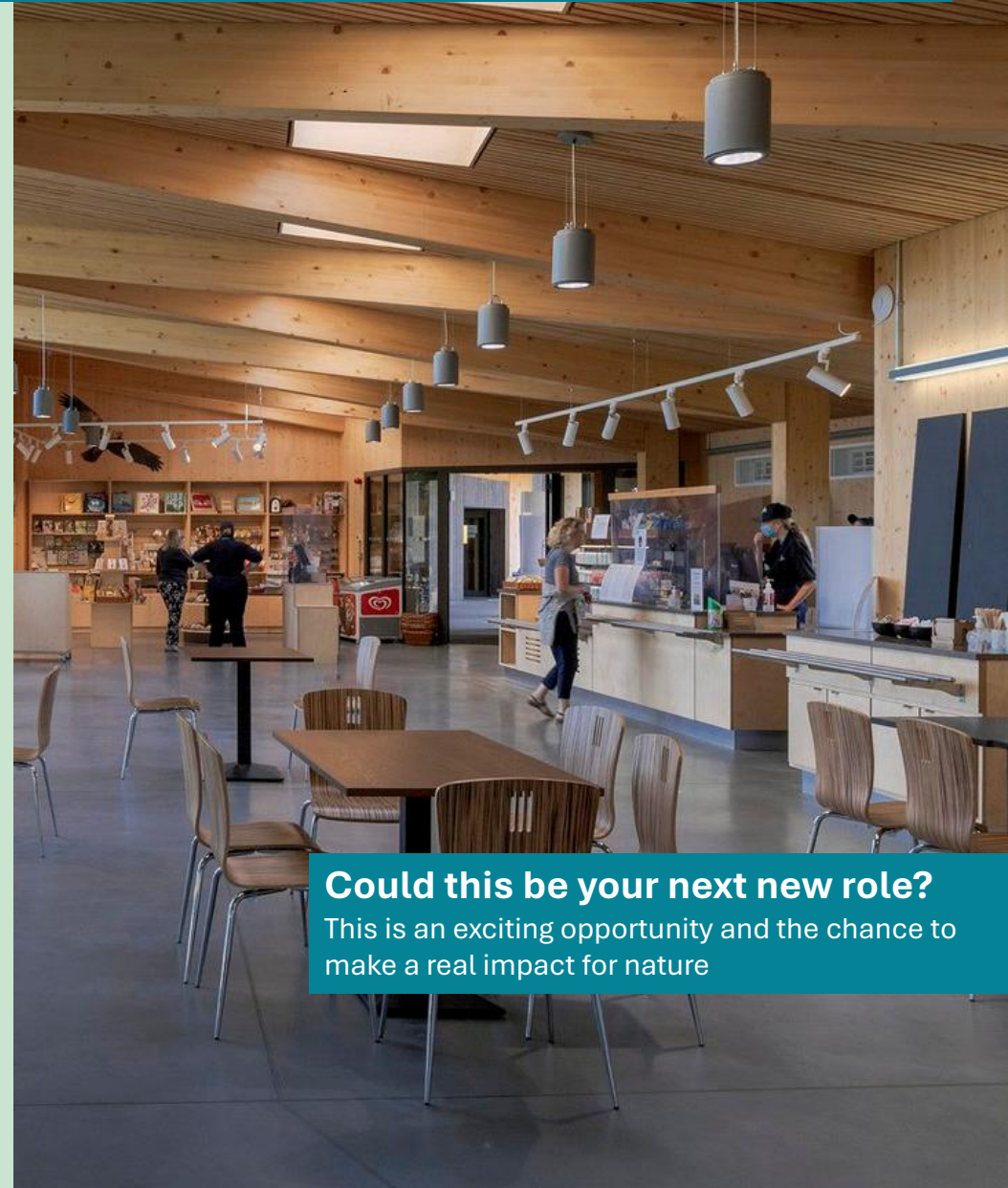
Carlton Marshes Visitor Centre

The role

5

As the Senior Visitor Experience Officer at Carlton Marshes, you will lead the delivery of high-quality, inclusive experiences at our visitor centre, ensuring it is welcoming, engaging and accessible for all. You will oversee day-to-day operations, maintain excellent customer service standards and use visitor feedback and data to continually improve what we offer. A key focus will be creating meaningful opportunities for people - especially those new to nature - to connect with wildlife through programmes, guided walks and engaging activities & events.

You will provide clear, positive leadership for staff and volunteers, fostering a culture of membership growth, nature connection and community engagement. Working closely with the Catering Manager and Senior Wilder Learning Officer, you will help ensure visitor services, learning and hospitality are well-coordinated and seamless. You will recruit, train and support volunteers so they can deliver safe, inclusive and impactful activities that reflect the Trust's values.



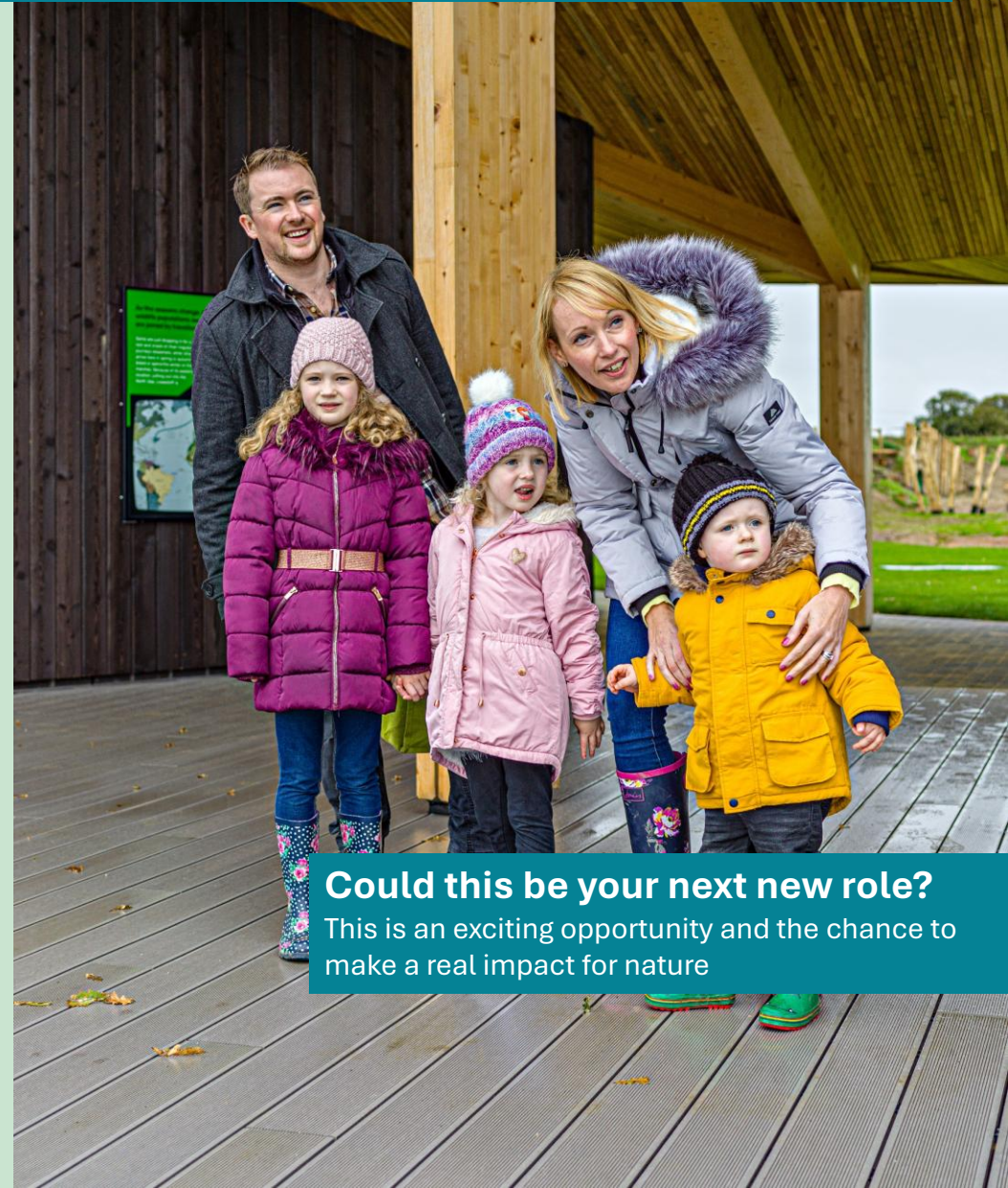
Could this be your next new role?

This is an exciting opportunity and the chance to make a real impact for nature

Alongside this, you will line manage the Visitor Experience Officer and volunteers, plus working collaboratively with the Senior Visitor Experience Officer at Lackford Lakes – our other visitor centre located in Bury St. Edmunds.

You will support income generation and operational oversight. This includes developing room hire, group visits and bespoke experiences, growing the adult course programme and building partnerships with local businesses and community groups to expand audiences and diversify income.

Working with the Visitor Experience and Commercial Operations Manager, you will help manage budgets and use KPIs and insights to guide decisions and demonstrate impact, using your skills to advance the Trust's mission and position the centre as a leading example of nature-based visitor engagement.



Could this be your next new role?

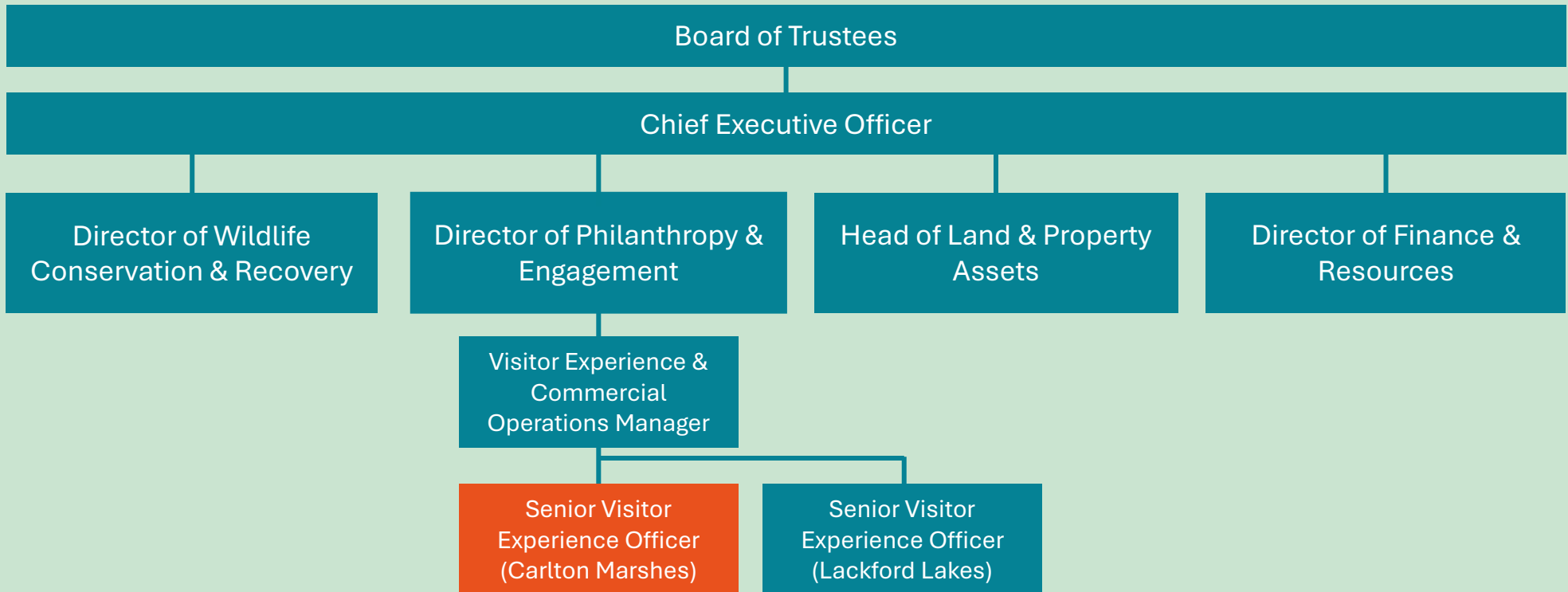
This is an exciting opportunity and the chance to make a real impact for nature

Department structure

7

Suffolk Wildlife Trust is an organisation that makes a difference.

We are a registered charity with a Board of Trustees, 100 members of staff, 1,300 volunteers and 28,000 members. The Trust is part of The Wildlife Trusts – a UK federation of 46 local Wildlife Trusts through the UK that together has a powerful collective voice with over 850,000 members and caring for more than 2,300 nature reserves. Suffolk Wildlife Trust have five departments, each with a senior leader or ‘Head of’ responsible for a key area of activity and a team of Managers who bring operational leadership to their area of activity.





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. Commercial and Administrative Support:

- 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.



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.

Supporting Colleagues

This is a cross-team role, providing support to colleagues and our wonderful volunteers through the systems and processes you manage, and your can-do attitude and approach.



Our Culture Fosters Leadership

We empower our teams with a 'freedom within the framework' approach



Barn Owl

	Essential	Desirable
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.	✓	
Ability to use data and insights to inform decisions and improve performance.	✓	

Terms and Conditions

This is a permanent position working 37.5 hours per week/five days out of seven each week that will include working weekend days and bank holidays. The role will be based at our Carlton Marshes visitor centre in Lowestoft. The starting salary will be up to £30,000.00 per annum depending on skills, knowledge and experience.

Employee Benefits

Annual leave entitlement starts at 33 days per annum (including Bank Holidays), increasing annually to 38 days (FTE), plus employees receive an additional day off for their birthday.

We offer a 9% employer pension contribution with no employee contribution required, free 24-hour Employee Assistance Programme, free life insurance from day one of employment, free access to a private GP for themselves and their household and discounts at high street retailers. Staff can also enjoy a 10% discount in our visitor centre cafes, including retail plus public engagement staff receive logo clothing.

As part of our team, you'll join a passionate organisation dedicated to enhancing the natural world, with opportunities to work across some of the most beautiful locations in the county.



Hedgehog

How to apply

15

To apply for this opportunity, please submit an application via our website by 9:00am on Monday 05 January 2026. The application process will include uploading a CV and optional cover letter.

The interviews are planned for Friday 16 January 2026 at Carlton Marshes. Please indicate on the application your availability for interview (between 9:30am and 4:00pm).

If you would like an informal discussion about the role, you can email me on hugh.braidwood@suffolkwildlifetrust.org.

Thank you for your interest in bringing your talents, experience and skills to Suffolk Wildlife Trust. I look forward to receiving your application.

Hugh Braidwood

**Visitor Experience & Commercial
Operations Manager**



Dragonfly



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