



<b>Job Title:</b>	<b>Membership &amp; Visitor Centre Manager</b>
<b>Function:</b>	<ul style="list-style-type: none"> <li>• To administer the Trusts Membership and Adopt a Box Scheme</li> <li>• To recruit new members for both schemes</li> <li>• To administer the Sculthorpe Moor Nature Reserve Visitor Centre and its daily operations.</li> </ul>
<b>Reports to:</b>	Sculthorpe Moor Conservation Officer /Operations Director
<b>Location:</b>	Sculthorpe Moor Nature Reserve, Norfolk
<b>Responsible for:</b>	<ul style="list-style-type: none"> <li>• Administering and supporting existing members</li> <li>• Growing the membership</li> <li>• Administration of the Sculthorpe Visitor Centre, including its Volunteers and Staff</li> </ul>
<b>Employment status:</b>	Full contract
<b>Hours of work</b>	22.5 hours per week 10.00 – 15.00 (five days per week, 30-minute lunch) Weekend cover as and when required due to sickness of annual leave.
<b>Salary</b>	Pro rata £14,706 (£24,512 FT)

### Charity and Organisation Overview

The Hawk and Owl Trust is a national UK charity (1058565) founded in 1969 and is dedicated to conserving owls and birds of prey in the wild and increasing knowledge and understanding of them.

We create and manage nest, roosting and feeding habitats; carry out practical research; and welcome visitors to our wildlife reserves in Norfolk and Somerset, education centres and outreach projects.

Governance of the Trust is by a board of 10 elected Trustees who meet four times per year. A Chief Operations and Executive Director oversees the day to day running.

The charity trades as a Limited Company and is registered at Companies House Number: 3254207. The Trusts VAT is 681 1823 35.

The charity is made up of a membership of individuals who subscribe on an annual basis.

### About the role

Visitors and our members are a vital part of what we do. As a charity, every penny we raise goes back into the continued conservation of our reserves and work through our projects. As the manager for the membership and visitor welcome team, you'll lead by example, seizing all opportunities to grow our

income at the visitor welcome, from promoting the benefits of our membership, to gift aid and direct debit schemes. You'll be responsible for inspiring the visitor centre team of staff and volunteers to achieve membership targets, as well as delivering your own.

You'll coach and motivate the team to ensure a high standard of customer service. You'll be responsible for the presentation of the visitor reception and making sure your team is always aware of what's happening at the property that your visitors can enjoy. You'll also keep your team updated about the Trust's and the work we do and what their money is funding so they can advise visitors.

The other part of this role will be to administer and process our existing membership schemes.

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## **1 GENERAL RESPONSIBILITIES include:**

### **Visitor Centre Management**

- Management of existing staff and volunteers within the centre, including their hours
- Resolution of staff/volunteer & visitor issues
- Presentation of the visitor reception and oversight of the shop
- Monitoring and fulfilment of the Trust internet e-shop
- Supporting and assisting the existing Trust staff in the administration of the events
- Promotion and Publicity – provide regular updates to the Social Media Officer and Publications Editor
- Promoting the Sculthorpe Moor Reserve and the Hawk and Owl Trust and its activities and values to the wider community and to visitors to the reserve and recruiting new members to achieve agreed membership targets

### **Membership Administration**

- Managing and using Cloud Engage software for new memberships
  - Sending out membership packs
  - Sending out renewal reminders and liaising with existing staff to print new membership cards
  - Processing payments through Cloud Engage for subscriptions paid
  - Direct debits for membership subscriptions via Cloud Engage and BACWAY
  - Processing of all Gift Aid claims
  - Processing donations
  - Membership queries directly from members via email and telephone
  - Raising Cloud Engage memberships problems/issues with the supplier and implementing resolutions
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## **2 Development, Planning and implementation of the management and work plan for Sculthorpe and the Trust, this includes:**

- Contributing to the development, planning and implementation of the management plan for the Trust and Reserve
- Process and support existing members
- Implement an agreed strategy for recruiting new members and retaining existing
- Regularly provide your line manager with updates and, where necessary, identify issues or problems which may be affecting the implementation of the plan

- Identify database and membership issues and implement policies to resolve problems
  - Promote the Trust to visitors highlighting its partnership with local and national statutory and voluntary organisations.
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### **3 RESOURCE PLANNING AND MANAGEMENT, this includes**

- When required, plan, organise, supervise, assess, monitor and evaluate staff and volunteers under your management
  - Where work is undertaken by any of the above is below required standards, take appropriate action, where necessary.
  - Where the quality of work remains below the standard after initial concerns have been raised, advise your line manager, who will agree if further remedial action is required
  - Provide your line manager on regular basis updates on activities or work undertaken or completed and, where necessary, identify any issues arising or where future work may need to be undertaken
  - Provide your line manager with evidence-based feedback relating to the delivery of the activities and the performance and capability of all those involved
  - Provide your line manager with evidenced-based feedback on visitors and numbers to the reserve
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### **4 HEALTH AND SAFETY**

- When managing the Visitor Centre, ensure the Trust meets its responsibilities and obligations under the Health and Safety at Work Act 1974 and other related regulations by ensuring:
    - Safe systems of work are in place, and all staff and volunteers understand their roles and responsibilities.
    - Risk assessments are completed, and necessary information is provided to staff, volunteers, contractors, and suppliers
    - All machinery is properly maintained to the required operating standards within the centre
    - The Trust fully complies with the requirements of COSHH regulations,
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### **5 OTHER**

- Carrying out any other duties as required, which are commensurate with a job role at this level
- Available to cover weekends due to annual leave or sickness from other staff.

## Person Specification

**Internal Use Only**

**Job Title: Membership & Visitor Centre Manager**

<b>Person Specification</b>				
Describes the knowledge, skills, understanding and attributes, which are required to successfully perform this role. This document also identifies the elements of the recruitment process, which can be used to identify or assess how candidates can meet both the essential and desirable criteria outlined in this document.				
<b>Category</b>	<b>Description</b>	<b>Essential</b>	<b>Desirable</b>	<b>Source</b>
<b>Qualifications</b>	Good general education Qualified to drive First aid certificate	√ √	√	CV CV CV
<b>Knowledge, Skills and Experience</b>	Several years' management experience Several years' experience in recruiting of members or a sales environment Experience in organising and supervising volunteers Experience in financial systems and processing of payments Competent in Excel and databases Knowledge of Health and Safety and safeguarding	√ √ √ √ √	√	Interview/CV Interview/CV Interview Interview Interview Interview
<b>Attributes</b>	Has an eye for detail and design Can contribute and work well as a member of a team Can contribute to building and maintaining good relationships with visitors and members. Has 'a can do' outlook	√ √ √	√	Interview Interview Interview Interview
<b>Other</b>	Is qualified to drive  Enhanced DBS check	√  √		CV Pre-employment OH check

## **Advert / Website**

Do you have excellent team leadership skills and experience of working with targets in a busy visitor and membership office environment? We'd like you to bring those skills to our conservation charity. We need you to support our existing members and help us grow our membership.

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You'll coach and motivate the team to ensure a high standard of customer service. You'll be responsible for the presentation of the visitor reception and making sure your team is always aware of what's happening at the property that your visitors can enjoy. You'll tell your visitors about the Trust's work we do and what their money is funding.

The other part of this role will be to administer our existing membership schemes.

To succeed in this important role, we are looking for someone that can deliver:

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- Outstanding customer service skills
  - Experience of working in a retail or tourism environment
  - Great people management skills
  - Confidence working with sales and membership targets
  - Genuine enthusiasm for working with people
  - Good understanding of the Trust and what we do
  - Experience recruiting and training new team members
  - Understanding of a conservation environment
  - Is competent in processing financial and HMRC claims
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