



Role Profile

Job Title	Visitor Experience Officer
Role Profile Title	Visitor Experience Officer
Department	
Location	South Stack Reserve, Wales Region
Reports to	Visitor Operations Manager
Direct Reports (including Volunteers)	Volunteers
Pay Band	This role is Pay Band 5
Closing Date	22 March 2018
Interview Date	To be confirmed
Job Purpose	To contribute to the development, integration and delivery of visitor experience on a reserve with the aim of creating a high quality visitor offer that maximises support for nature and connects people with wildlife.

Key Result Areas

- ❖ Ensure the reserve is delivering the highest standards resulting in a high quality visitor experience.
- ❖ Monitor and achieve against agreed targets and agreed KPI's for income generation, quality of visit and footfall targets for the reserve.
- ❖ Ensure the reserve delivers a high quality, on brand visitor experience that converts visits into active support and contributes to the RSPB's Saving Nature Strategy.
- ❖ To proactively promote and enhance the offer to visitors to increase footfall and repeat visits.
- ❖ To ensure that all visitor experience and learning staff are operating as one team to deliver a coherent and high quality visitor experience for all visitors to the reserve.
- ❖ To contribute to the planning and efficient day to day running of the visitor operation that leads to the overall success of the reserve.

Key Contacts and Working Relationships	
Internal	External
<ul style="list-style-type: none"> ❖ Where relevant, working with the Visitor Experience Manager. ❖ As relevant, working with the Visitor Experience Manager, Visitor Operations Manager and Site Manager to ensure a coherent visitor offer is delivered across the whole reserve . ❖ Working with all visitor facing teams to deliver against reserve KPI's and quality standards. ❖ Working closely with the HQ team to ensure reserves delivery is aligned with strategy. ❖ Working with the regional/country teams to ensure a joined-up approach to visitor experience across reserves. 	<ul style="list-style-type: none"> ❖ To deal with any other external supplier as relevant to visitor experience.
Financial Responsibility	
<ul style="list-style-type: none"> ❖ No Financial responsibilities. 	
Essential qualifications	
<ol style="list-style-type: none"> 1. 4 GCSEs at grades A-C and 2 A levels or equivalent. 	
Essential knowledge	
<ol style="list-style-type: none"> 2. Computer literate. 3. Sound understanding of systems and procedures relevant to a commercial visitor operation. 4. Working knowledge of visitor engagement techniques. 	
Essential skills	
<ol style="list-style-type: none"> 5. Excellent verbal and written communications skills. 6. Proven ability to plan and prioritise work loads. 7. A team player who can motivate and inspire people. 8. Problem solving skills and ability to work on own initiative. 9. Ability to manage and respond to customer needs and feedback. 10. Ability to maximise opportunities for visitor engagement and income generation. 11. Able to build and maintain strong working relationship. 	
Essential experience	
<ol style="list-style-type: none"> 12. Having contributed to a successful visitor project or visitor attraction. 13. Experience of managing and delivering against targets and KPI's. 	

14. Experience of analysing and interpreting data in a visitor experience environment.
15. Experience of delivery a high quality visitor offer.
16. Successful experience of managing or supporting a team of staff and/or volunteers.

Desirable qualifications, knowledge, skills and experience

17. Tourism/leisure related qualification, ideally at HND level or equivalent.
18. Working knowledge of Equal Opportunities & Diversity.
19. Health and Safety in the workplace.

How we expect you to work

The RSPB has seven key competencies that are important to our organisation's success. We expect all employees to demonstrate these competencies in everything that they do. The heading descriptors of the seven competencies are:

Direction:

You ensure you have a clear direction and sense of common purpose that guides what you do and how you approach your work.

Energy:

You bring energy and urgency to the RSPB to motivate people to do the best they can.

Capability:

You build your own and other people's capabilities, directly and indirectly.

Relationships:

You communicate effectively and build productive internal and external relationships.

Change:

You support continuous improvement and change and constantly look for way to do things better.

Advocacy:

You act as an advocate for the RSPB.

Performance:

You get things done, achieve ambitious goals and the RSPB's aims.

In line with these competencies, the following behaviours are essential upon appointment to this particular role and will need to be part of what you do for you to add value to the RSPB:

- ❖ Encourages everyone to pull in the same direction.
- ❖ Demonstrates enthusiasm for their work and for the RSPB.
- ❖ Demonstrates an interest in their own personal development.
- ❖ Forms positive relationships with different people.
- ❖ Constantly looks for ways to improve the way things are done.
- ❖ Places their main focus on important priorities.
- ❖ Encourage a sense of enjoyment and satisfaction at work.
- ❖ Responds positively to changing circumstances at work.
- ❖ Listens to other peoples ideas and suggestions.
- ❖ Applies the RSPB brand consistency.

Additional Information

- ❖ This role is based in a remote and rural location.
- ❖ This role will involve lone working.
- ❖ This role will require regular/occasional weekend and evening working.
- ❖ This role will require occasional travel within the UK.
- ❖ This role will require occasional overnight stays away from home.
- ❖ The RSPB works for a healthy environment for all and we therefore expect you to take action in accordance with our Environmental Policy and objectives. Together we can make a positive difference for our world.
- ❖ In the RSPB, volunteers are a major resource and make a vital contribution to the RSPB's aim to take action for the conservation of wild birds and the environment. Employees are responsible for encouraging, developing and supporting volunteers in their work for the RSPB.