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| **Role Title** | **Visitor Experience & Marketing Officer – The Hive** | |
| **Job Family** | **Climate Emergency (DCED)** | |
| **Competency Level** | **Senior Officer** | |
| **Pay Range / Scale** | **SO1** | |
| **Purpose**  To provide comprehensive bookings administration, events and marketing support and specialist knowledge to the Hive team (previously Suntrap Forest Education Centre).  Reporting to the Centre & Partnerships Manager, you will be the main point of contact for visitors, working closely with the Hive team to manage a seamless bookings process as well as to support the day to day running of the centre so that all visitors have a pleasant and memorable experience, thereby increasing visitor engagement (measured in increased bookings).  *Refer to the*[*Job Specific Accountabilities*](#_Job_Specific_Accountabilities) *for more detail*. | | |
| **Generic Accountabilities** | | **End Results/ Outcomes** |
| Deliver a specialist aspect of service delivery, which engages customers / stakeholders and enables them to make effective use of the service. | | The service is delivered to the quality, organisational and professional standards required  Customer / stakeholder expectations are managed in relation to what can be delivered.  The service meets organisational requirements and reflects customer / stakeholder requirements / needs, within organisational constraints. |
| Maintain all required records and information. Analyse and interpret complex information, for input into reports. | | Procedures are adhered to and all information is correctly recorded and processed.  Accurate, complete and relevant information / records / reports are provided for internal and/or external use. |
| Develop specialist documents / materials / activities to support / promote the service area. | | All materials / activities are delivered to the required standards and timescales.  Communications are clear, well planned and effectively targeted. |
| Provide advice and guidance to colleagues, customers and stakeholders. Manage escalated or complex customer issues within the specialist area. | | Expert advice, information and support are provided on the full range of issues within the field of expertise.  Queries / complaints are effectively managed.  Appropriate action is taken to resolve the issue.  Customers are satisfied. |
| Maintain information systems which support the specialist area. Contribute to the development of these systems. | | Changes to systems, are identified and recommended.  Systems meet operational requirements. |
| Work closely with others to clarify changing customer / organisational requirements. | | Customer requirements are identified and documented.  Improvement opportunities are identified and recommended. |
| Develop good working relationships, develop community links and communicate effectively with internal / external organisations / partners and stakeholders. Represent specialist area internally and / or externally. | | Specialist work area reputation is maintained or enhanced.  Stakeholders are engaged with activity relevant to them.  Positive feedback is received from stakeholders.  Best practice is shared. |
| Carry out all duties and responsibilities with reasonable care for the health and safety of self and others and report any potential hazards or unsafe practices to line manager. | | Work is carried out in a way that is safe and without risks to health. |
| Ensure the necessary standards relating to safeguarding best practices/protocols are effectively communicated, monitored and maintained as relevant within the scope of this post. | | Safeguarding standards are monitored and maintained in compliance with Council policy |
| Act in accordance with all policies and procedures which apply to the job and understand the reasons for this. | | All policies and procedures are complied with. |

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| Job Specific Accountabilities | **End Results/ Outcomes** |
| **Take centre bookings from customers over the phone or online. Advise on suitability of programmes and available options so that bookings are increased.** | Be the Centre’s main point of contact for bookings & enquiries. New and existing customers receive excellent and consistent customer service.  Lead on the management of the Centre’s bookings calendar.  Lead on invoicing and processing customer payments.  Provide information on bookings for the purposes of monthly reporting. |
| **Support management to identify & implement improvements to the current bookings process** | Deliver improvements to the existing bookings system/processes by utilising available IT e.g. shared calendars, MS/Google Forms, Excel etc so that customers have an improved experience.  Coordinate engagement with Council’s digital team when their services are required. |
| **In-person customer liaison e.g., welcoming visitors to site and giving induction tours to visitors** | Develop an excellent working knowledge of the site, features, safety concerns, and programmes. Utilise this knowledge to advise visitors to site and answer concerns or questions.  Welcome visitors to site, facilitate induction and site tours. |
| **Assist management in identifying Health & Safety issues or improvements required at the site** | Raise any Health & Safety concerns and pass on customer concerns or issues to management.  Work with the Centre team to resolve Health & Safety issues and improvements to the site. |
| **Collect & analyse customer feedback to improve site, services, and curriculum offer** | Maintain relationships with visitors following a booking, ensure that feedback is collected, recorded and communicated back to the Centre team.  Facilitate user surveys to gather feedback from customers.  Ensure that any agreed follow up activities (e.g. classroom projects for teachers) are passed on to customers following a visit. |
| **Assist Hive staff with setup before and after sessions, supporting the delivery of events on or off site.** | When required, assist teaching staff with site and classroom setup/breakdown to facilitate quick and efficient changeover between bookings.  Support the facilitations of events held off site. |
| **Assist with content creation and scheduling of marketing communications** | Support collation and scheduling content for communications and marketing activities. E.g. Taking photographs & writing content for social media posts, e-newsletter, digital and print marketing campaigns.  Brand guidelines are followed.  Audience engagement is increased across channels. |
| **Assist with keeping website up to date and engaging** | Website is up to date, easy to navigate and follows brand guidelines.  Website supports the Centre’s marketing strategy and attracts customers to book.  Website enables a smooth booking process.  Website ranks well in google rankings. |

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| **Nature of Contacts** |
| Key contacts are internal and external customers/stakeholders  Will involve direct contact with members of the public including dealing with challenging situations where influence may be needed.  Deal with people at all levels confidently, sensitively and diplomatically. |

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| **Procedural Context** |
| Act within guidelines and standard procedures with discretion to allocate or otherwise organise work to meet service delivery requirements.  Usually works within laid down procedures but needs to deal with day-today problems without always referring to others.  Decisions will be made based on Council and legislative policies and procedures  Responsible for meeting performance standards within a policy framework and regulatory guidelines.  Occasionally the post will be expected to work from other locations |
| **Key Facts and Figures**  Reports to Centre Manager  Will work in close partnership with Hive Centre staff, Climate Action Co-ordinators, external customers, corporate Comms team, volunteers, schools and community groups. |

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| **Resourcing** |
| **Budget Responsibilities:**  None but will support the achievement of income targets |
| **Supervisory Responsibilities:**  No line management – work collaboratively as part of a team. |
| **Knowledge, Skills and Experience** |
| * Experience of planning and managing a mixed and varied workload of conflicting priorities responding effectively to the needs of all stakeholders under minimal supervision. * An ability to respond to the unpredictable with a positive and problem-solving attitude that always represents the organisation in the best possible light. * A confident people person and exceptional communicator, with a demonstrable ability to empathise with and engage customers, stakeholders, and business groups, influencing and gaining commitment to the organisations’ aims. * Possess strong organisational, attention-to-detail, reasoning, critical thinking, and problem-solving skills. * Experienced in collecting and managing data, processing financial transactions, and feeding into monthly and annual reporting. * Experienced in dealing with and improving digital systems and processes, ideally with a customer focus. * Confident content-creater across a variety of channels, with proven success at engaging and growing a customer audience digitally. * Experience in the environmental, education/youth engagement, hospitality/events management or charity sectors. |
| **Indicative Qualifications**  Numeracy and literacy qualification e.g. GCSE English and Maths or equivalent.  Relevant professional qualification ideally in marketing or similar. |
| The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities which may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed. |