

Job Title: Visitor Experience Manager

Reports to: Customer Operations Manager

Direct reports: Booking & Cash Office team, Events Executive

**Scope of Job:**

Godstone Farm is a visitor attraction that welcomes over 250,000 visitors each year. We always ensure every guest visiting is welcomed, entertained and receives the best quality of customer experience in an environment where health and safety is paramount. Our team are required to be energetic, enthusiastic, responsible, trustworthy, hardworking, reliable and have a passion for customer service.

The Visitor Experience Manager is responsible for ensuring that every visitor passing through Godstone Farm enjoys the highest standard of customer experience. They will be directly responsible for the office Administration team ensuring any enquiries and complaints are addressed and lessons learned, along with ensuring a seamless customer journey from initial bookings through to delivery of School visits, Birthday Parties and additional experiences (e.g. Farmer Experiences). In addition, this role will also lead the development, planning and execution of any seasonal events being held, continually evaluating the customer journey and making improvements wherever required.

This is a proactive position with responsibilities for overall team performance and development. The Visitor Experience Manager will strive to develop excellence and improvements in customer experience at all times, and to act as the Visitor Champion across all areas of the Farm.

**Key Attributes:**

* Awareness of customers’ perceptions and expectations. Taking feedback and continuously improving the offer we provide.
* The ability to recruit and manage a Visitor focused team effectively and efficiently.
* A pro-active individual with a friendly outgoing personality and excellent communication skills who is confident interacting with children, happy to receive and act on feedback from visitors.
* The ability to identify the training and development needs of team members from across the Farm ensuring that these are addressed through coaching or a development programme.
* Flexibility and willingness to work hard and have fun at the same time.

**Main Responsibilities:**

1. ***Customer***

* Acts as a role model and leads by example to ensure the highest level of service delivery to both internal and external customers. Recruits, develops and motivates the team to deliver service excellence.
* Develop professional relationships with visitors acting on any feedback given to ensure lessons are learned and prevent re-occurrence of complaints.
* Responsible for handling of any escalated comments from guests and resolving to a satisfactory conclusion.
* Manage the front-line execution of any events happening across the Farm.
* Conduct and analyse customer research to learn about our visitors, continually improving the service and offer we provide.

1. ***Team***

* Manage the day to day operation of the office function ensuring seamless handovers of schools/birthday parties/additional experiences and events.
* Work as a key member of the management team attending meetings and where appropriate acting as Duty Manager on a rota basis.
* Recruit, induct, train, supervise and coach team members to achieve their full potential.
* Conduct Customer Service workshops and coaching sessions across the Farm to ensure service levels always remain high.
* Managing the department’s rota ensuring adequate staff numbers to meet forecasts and

business needs.

* Manages team performance through the development of a range of skills and working culture that supports the department and business objectives, including recruitment, training, appraisals, objective setting, development and addressing any performance issues across the departments.
* Trained on Canva (graphic tool design system) for signage and publishing.

1. ***Financial***

* Remain within agreed operational budget costs by regularly reviewing key indicators and account information, including the continual monitoring return tickets, refunds, gift vouchers etc.
* Manage the budget and P&L for any Events ensuring spends are controlled efficiently.
* Carry out monthly financial forecasting by reviewing trends in departmental expenditure and ensuring the Customer Operations Manager is kept up to date with any concerns.
* Trained on Xero financial system with the ability to create invoices and pay bills as appropriate.

1. ***Health & Safety***

* Ensure that the department operates within all relevant legislation ensuring compliance with licensing, and health and safety legislation/guidelines
* Demonstrate an understanding of the Farm Park and Department Health and Safety policies and procedures.
* Ensure all Health and Safety policies are adhered to and conduct risk assessments and audits for your areas of work.
* Ensure that the company rules and regulations are fully adhered to by all team members.

**Experience & Qualifications:**

* Degree/College diploma in relevant studies e.g. business management/hospitality desirable.
* Great organisational and communication skills.
* Proven leadership abilities.
* Ability to keep calm under pressure.
* Customer oriented mindset with proven experience of leading a high performing team in a customer facing environment.
* Ability to manage multiple assignments and projects

This is a full-time role which will involve weekends, bank holidays and evening work. The job holder is required to be flexible with their working hours in line with the demands of the business.

**HEALTH AND SAFETY STATEMENT**

**MANAGERS/SUPERVISORS**

Managers/supervisors are responsible for all aspects of Health, Safety within their team. In particular, they must ensure that risk assessments have been carried out, that safe working procedures are in place for all work activities and that all employees in their teams operate in a safe manner. They must ensure that safe working practices are monitored, and that risk assessments and procedures are reviewed regularly. Where incidents do occur, they must ensure that they are investigated appropriately and that where necessary, corrective action is taken to ensure that such incidents are not repeated.

**EMPLOYEES**

Employees are responsible for the safety of themselves, their colleagues and visitors (where appropriate). In particular, they must ensure that they follow safe working procedures for all work activities that they undertake and they must not use any tools or equipment for which they have not been trained. Where incidents do occur, they must ensure that they are reported to their line manager and must cooperate with any investigation as appropriate.

**Approved by:**

**NAME:**

**SIGNATURE:**

**DATE:**