



## JOB DESCRIPTION

### Job Title: Visitor Experience & Events Manager

<b>SALARY</b>	Circa 24-27K (Depending on Experience)
<b>HOURS</b>	40 hours per week, to include regular weekends and Bank Holidays  1 year fixed term contract (with a possibility of turning into a permanent contract)
<b>REPORTS TO</b>	General Manager
<b>REPORTING TO THIS POSITION</b>	Education Officer, Front of House Staff, Caretaker, Front of House & Event Volunteers

#### BACKGROUND

Deen City Farm is a successful community resource comprising a city farm, riding school and garden project based in the London Borough of Merton. Our mission is to be an oasis providing urban communities with the opportunity to connect with animals and nature. Our founding charitable objectives include promoting education in agriculture, horticulture, home-crafts, country life and animal care and providing facilities for members of our local communities, in particular those considered the most vulnerable.

We are looking for an enthusiastic, hardworking and passionate Visitor Experience & Event Manager with excellent customer service skills. The ideal candidate will know how to inspire and motivate a team of staff and volunteers as well as experience of generating income through a variety of channels including retail, events and donations.

#### JOB PURPOSE

- Oversee the day to day running of the visitor experience at the Farm, including the shop, telephones, public facilities and information.
- Work closely with other managers to maximise visitor enjoyment and increase awareness of the Farm's charitable objectives.
- Manage the commercial offering, ensuring that we maximise on income generation opportunities.

#### INCOME GENERATION

- Find creative new ways to increase revenue to support our charitable objectives.
- Create and manage a varied and engaging events programme for our diverse audiences.
- Manage and promote all venue hire and filming bookings.
- Oversee the group and school bookings provision.
- Assist the General Manager with the set up and management of a new farm shop.
- To innovate and develop the retail on offer and seek to identify improvements in service, quality and profitability.

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- In conjunction with the General Manager, develop and coordinate the online shop, ensuring that all products have accurate descriptions and that orders are processed efficiently.
- To ensure all staff and volunteers have strong product knowledge and assist visitors with purchases, up-selling where appropriate.
- Develop and administer the Friends of the Farm and Animal Sponsorship schemes.

### **CUSTOMER SERVICE**

- Manage the Farm's first point of contact, directing phone calls, emails and visitors to the appropriate department and ensuring accurate and up to date information is available.
- To manage a formal customer service/complaints policy and ensure that all queries or complaints are handled in accordance to this.
- Collate and report on visitor feedback and performance indicators.
- Organise staff and resources to ensure all Visitor facing areas are maintained to the highest standards of service, tidiness and cleanliness.
- Develop and maintain processes for booking farm activities, both online and over the phone.
- Manage and if necessary carry out day-to-day housekeeping and cleaning duties as required.

### **HEALTH & SAFETY**

- To keep the department risk assessments up to date, working with other department managers to ensure visitor safety in all areas.
- To identify visitor accessibility issues around the site and work with the farms manager's to address these.
- Act as first aider, fire marshal and cover Health & Safety Officer responsibilities if appropriate.

### **COMMUNICATION**

- Attend regular team meetings to promote and encourage the on-going effective delivery of all activities and visitor experience.
- Ensure that the farm is welcoming to customers and that all noticeboards and signage are of a high standard and adhere to agreed guidelines for readability.
- Help produce and update marketing and information materials, activity sheets, the website and social media in order to generate an increased awareness of the farm and its activities.
- Assist the General Manager with maintaining effective relationships with press, TV and radio and arranging the provision of regular media inserts, both written and visual.
- Promote the Farm in a positive manner at all times, both internally and externally (e.g. with suppliers, colleagues, at meetings, conferences or events).

### **STAFF MANAGEMENT**

- Lead, motivate and develop the Visitor Experience team to maintain the highest possible standard of guest interaction and education.
- Recruit and manage a team of dedicated volunteers, ensuring best practice for volunteer management at all times.



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- Manage a small team of permanent and casual staff, coordinating rotas, holidays, recruitment, inductions & training
- Carrying out regular 1-2-1s and appraisals.

### **FINANCE**

- Monitor budgets, carry out regular stock takes and achieve agreed revenue targets on all areas of responsibility – provide monthly reports on this to the General Manager
- Cash management and reconciliation duties on a daily basis – to include donation boxes and coin operated rides.

### **GENERAL**

- Make qualified operational decisions regarding guests' experience in the absence of the General Manager.
- React to unexpected operational challenges in a calm, efficient and professional manner.
- Cover Duty Management responsibilities when required

### Personal Specification

	ESSENTIAL	DESIRABLE
QUALIFICATIONS	<ul style="list-style-type: none"> <li>Educated to degree level or relevant experience.</li> </ul>	<ul style="list-style-type: none"> <li>Additional practical/academic qualifications in a related subject.</li> </ul>
WORK RELATED EXPERIENCE	<ul style="list-style-type: none"> <li>Strong experience of generating income in a visitor based setting.</li> <li>Events management experience</li> <li>Experience of working with young people.</li> <li>Experience of Health and Safety, including risk assessments.</li> </ul>	<ul style="list-style-type: none"> <li>Experience of working in a community farm.</li> <li>Experience of working with adults and children with physical and/or learning disabilities.</li> <li>Experience working in a charity or community based environment.</li> </ul>
KNOWLEDGE & SKILLS	<ul style="list-style-type: none"> <li>Excellent literacy, numeracy and IT skills, with the ability to keep accurate records.</li> <li>Ability to develop a project, attracting new partners and funding.</li> <li>Strong experience of managing and motivating staff and volunteers.</li> <li>Knowledge of Safeguarding and Equal Opportunities legislation.</li> </ul>	<ul style="list-style-type: none"> <li>Horticultural/food growing knowledge or experience.</li> <li>Knowledge of website/online shop management.</li> <li>Knowledge/experience of completing grant applications.</li> </ul>
PERSONAL QUALITIES	<ul style="list-style-type: none"> <li>Excellent communication</li> <li>A positive team player</li> <li>A creative, open and innovative approach to working with people, particularly those who experience disadvantage and inequality.</li> <li>Able to identify imaginative and productive ways of utilising assets with limited resources.</li> <li>Organised and efficient</li> </ul>	
OTHER	<ul style="list-style-type: none"> <li>Consent to an enhanced DBS</li> </ul>	<ul style="list-style-type: none"> <li>Qualified first aider</li> <li>Fire Marshall</li> <li>Full clean driving license</li> </ul>

### How to Apply

**Closing Date:** midnight on Sunday 8<sup>th</sup> August 2021

To apply please email your CV and covering letter detailing how you meet the requirements of the role to Emma King, General Manager at [manager@deencityfarm.co.uk](mailto:manager@deencityfarm.co.uk).

Only shortlisted candidates will be contacted. Please note that the successful applicant will be asked to undertake a DBS check.