

Job Description

Job Title:	Visitor Experience Manager
Responsible to:	Chief Income Generation and Engagement Officer
Location:	Raystede Centre for Animal Welfare
Grade:	Grade E

Background information

Raystede Centre for Animal Welfare, established in 1952, is a charity that aims to give animals a better life through rehoming, rehabilitation and sanctuary, and give people the support and knowledge they need to treat animals with care and respect. We care for more than 400 animals every day, including cats, horses, dogs, rabbits, hens and exotic birds. We help most of the animals find new homes but also provide life-long sanctuary for those animals that cannot be rehomed. Our beautiful 43-acre site is open for visitors to get a unique glimpse into a working animal welfare centre. Animals are at the heart of everything we do but we could not care for them without our expert and dedicated team of staff and volunteers. Surrounded by animals, lakes, trees and fields with a café, shops, parking and many other benefits, Raystede is an uplifting and rewarding place to work.

The Commercial and Visitor Operations department raise funds for the Charity through a range of business operations and through visitors making a donation in relation to their visit. Raystede is the main site for our animal welfare work and is open to visitors most days of the year offering people a chance to see the work we do, visit our café or charity shop and enjoying the beautiful surroundings.

The Visitor Experience Manager will take responsibility for the visitor experience of c. 60,000 visitors per year, welcoming visitors to the site whether seeking support and advice, re-homing an animal from us or simply on a day out. Upholding high standards and a friendly caring approach we help and encourage people to spend and donate with every penny of our profits going directly into helping the animals in Raystede's care.

Main Purpose of the role:

- **Provide strategic leadership and full accountability** for the development and delivery of an exceptionally high-quality integrated visitor experience for all our visitors, reflecting our position as an Animal Welfare charity that Champions the highest standards of animal care and welfare, ensuring all practices reflect best sector standards and ethical principles
- **Collaborate effectively across internal teams**, primarily the Rehoming & Support team, ensuring the Charity values successfully extend to the visitor experience

- **Ensure** the areas and surroundings available to our visitors are kept safe and welcoming, and learning opportunities are available and easily accessible.
- **Manage** the 80-space car park by enforcing a strict strategy on visitor capacity while allowing for a growing number of internal events.
- **Lead, inspire** and maintain a strong team of volunteers taking **responsibility for their development, learning, and support empowering them** to welcome visitors, guide them and signpost them to our various services
- **Act as a key point of contact** for all Visitor services, safety and learning

The role works collaboratively across departments to promote a destination where people benefit from our support and advice and in return, offer financial support to the Charity

Key Responsibilities

1. Visitor experience

- a) Management of the visitor programme in conjunction with relevant departments; specifically, general visitor dates, special days and events, capacity and its effect on Animal Welfare.
- b) Collaboration with Marketing colleagues over necessary comms, assessing any need for closure, signage and messaging relating to the visitor programme
- c) Working with colleagues in Education & Prevention, and Animal Welfare, to ensure a meaningful visit for a wide demographic of visitors
- d) Working with colleagues in Retail and Hospitality, ensure a seamless visitor journey around the site to encourage Commercial spending
- e) Through strategic placement of cash or card donation stations, ensure a quick, easy and practical solution is available to encourage visitor donations
- f) Ensure the provision of a volunteer-led, scripted daily tour and maintain a team of volunteers trained and equipped with the necessary animal and pet care knowledge to further deliver ad-hoc tours
- g) Manage the ticket booking system, allocating tickets for general release and internal events throughout the year, maintaining a balance to ensure a mix of learning opportunities and commercial gain
- h) Maintain accurate records of Visitor attendance and spending/donating, analysing them for pattern and trend
- i) Analyse visitor data with a view making observations and recommendations, and attend visitor strategy meetings as deputy chairperson, informing and guiding the group from a visitor and on-site commercial point of view
- j) Share this Visitor data with Retail and Hospitality colleagues and implement any necessary remedy or opportunity to ensure their Commercial budgets are achieved
- k) Interrogate data to make informed judgment and recommendation on future growth and activity while maintaining full alignment to the Charity values and objectives
- l) Monitor a programme of activity on site with significant growth plans; our face-to-face fundraisers, sponsor tours, adoption events, species days, activities and corporate volunteer

bookings – taking responsibility to ensure no double bookings, assessing the impact on visitors and adjusting general admission accordingly

- m) Take ownership of the visitor experience, conduct operational checks and process reviews with a hands-on approach and maintain a visible presence in all visitor facing areas
- n) Maintain optimal volunteer support, and manage the volunteer resource in the Welcome Cabin to deliver a formal meet and greet service to all visitors, directing and advising, and announcing as appropriate
- o) Manage and motivate a small volunteer resource within the support and advice centre to meet ad-hoc needs such as the daily incoming post and deliveries, triage general enquiries, 1st Aid

2. Complaints and enquiries

- a) Take responsibility for managing all visitor complaints through to successful resolution
- b) Have a detailed understanding of how to address all enquires, how to answer or how to signpost in a timely and positive manner.

3. Health & Safety

- a) Represent the Visitor experience program on the Health & Safety Committee
- b) Raise any H&S concerns and ensure a satisfactory and timely solution is implemented
- c) Conduct and review regularly, risk assessments on all Visitor activities and areas, taking responsibility for Visitor safety
- d) Support staff and volunteers in adopting safe systems of work

4. Staff

- a) Recruit, train, manage, inspire and motivate a team of 70+ volunteers
- b) Establish and maintain 7-day a week volunteer support for key, high footfall areas and all key touchpoints
- c) Act as a role model for Customer Service excellence; equip the wider team with the knowledge, and lead by example, to ensure they are positive brand ambassadors
- d) Share all necessary information and updates to best equip them in their role
- e) Ensure seamless collaboration across departments to provide consistent, high-quality experiences for all customers

General

At all times ensure and maintain a compassionate, professional and efficient public image for the charity

1. Participate in supervision, appraisal, and learning and development and take personal responsibility for maintaining the knowledge and skills required for the role
2. Take responsibility for ensuring own health and safety and that of others who may be affected by your acts and omissions. Report any health and safety risks to your manager.

3. Work within the policy framework of Raystede Animal Centre and adhere to the terms laid out in the employee handbook

Key Working Relationships

External:

General public and visitors

Supporters and donors

Rehomers and surrenderers and general pet owners

Contractors and officials

Internal:

Chief Income Generation and Engagement Officer

Commercial & Visitor Ops team

Support & Advice / Rehoming team

Education & Prevention team / Animal Welfare Ops team

Staff & volunteers across the Charity

Trustees and other key stakeholders within the Charity

Scope and Accountability

Decision making and limits of authority	• Take responsibility for the Visitor experience • Operational decision-making relating to the Visitor experience and safety
Financial resources	• Visitor donations budget • Parking donations budget • Ensure the Visitor offer encourages spending and donating to achieve set budgets
Material assets	• Office equipment within the Support and Advice Centre • The Welcome cabin and its contents • Donation stations equipment and marketing material
Information and communication resources	• Use of PC and all methods of comms to be conducted in line with policy and procedure • Maintenance of Eventbrite data and cyclical downloading and deletion schedule
People management	• Line manage a team of 70+ volunteers. Provide operational leadership and accountability. Implement a varying approach to manage them face to face, online or remotely
Legal, regulatory and compliance responsibility	• Ensure GDPR is maintained on all Visitor data • Ensure H&S records are accurate, and the Visitor experience operates safely • Participate in safety and security drills • Ensure the Visitor car park operates safely and stays within Raystede car parking areas

Person Specification

	Essential	Desirable
Education and Qualifications	• Good standard of English and Maths	• Qualification in people management, ILM 3 or 5 or equivalent
Knowledge and Experience	• Experience of managing a varied and busy visitor, customer and/or supporter operation • Operational management experience within a large and diverse organisation • A proven customer or visitor-first approach, high standards of customer service and an eye for detail • Excellent forward planning skills • Ability to assess and reprioritise tasks to meet key objectives • Confident leader, adaptable and responsive under pressure • Experienced team leader, inspiring and encouraging others • Positive and supportive of new ideas and processes that help service and offer ways to continually improve • Strong IT skills including Microsoft Word, Excel and Outlook • Knowledge of health and safety best practice • Proven ability in quick and positive decision making • Ability to interpret and implement strategy • Ability to identify new opportunities and gently but	• Ideally experience in a visitor centre, tourism or rescue centre environment • Basic knowledge of animal welfare • Analytical and presentation skills • Experience of volunteer management systems, e.g. Assemble

	effectively guide a conversation into a positive outcome, be that opinion or financial support • Excellent Influencing skills	
Key Skills and Abilities	• Proven ability to build strong, collaborative relationships within diverse teams and across departments, fostering trust and alignment. • Able to identify and implement continuous improvement in line with Raystede's strategy and position • Proven communication skills, written and oral • Ability to lead a diverse team and build excellent working relationships • Good judgement • A friendly and approachable manner, always ready to help and support those around you • Ability to manage personal deadlines and prioritise a demanding workload • Ability to manage relationships with tact and diplomacy • Strong organisational and planning skills • Excellent attention to detail.	
Personal Attributes	• Authentic and people-focused leader, able to build trust and inspire confidence across teams and stakeholders. • Proactive and self-driven, demonstrating creativity and strategic thinking to solve complex challenges. • Positive and resilient, maintaining a solutions-focused mindset and a "can-do" attitude in dynamic environments.	

	• Highly committed and tenacious, with the ability to lead through adversity and deliver results under pressure. • Change-oriented and adaptable, embracing innovation and guiding teams through organisational transformation. • Decisive under pressure, making sound judgments when faced with competing priorities and constant demands. • Flexible and collaborative, supporting wider organisational needs and responding effectively to unplanned challenges. • Champion of equality, diversity, and inclusion, embedding these principles into leadership practice and team culture. • Empathetic and values-driven, demonstrating a deep commitment to animal welfare and the charity's mission. • High standards of personal hygiene and appearance	
Other	• To have a flexible approach to working hours. • Availability of vehicle for work use and in possession of a current UK driving licence (6 points max)	