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**About us**

Yorkshire Wildlife Trust is one of the region’s largest and oldest charities, starting life by taking on the ownership and management of Askham Bog nature reserve on the edge of York in 1946. It is one of the 46 Wildlife Trusts and the *Royal Society of Wildlife Trusts* that collectively form *The Wildlife Trusts Partnership*. Together, they are biggest organisation in the UK working solely for nature.

Today, we employ 190 staff and work with over 900 volunteersand are supported by nearly 44,000 members. We manage more than a hundred nature reserves covering just over 3,000 ha of land and work with many other land managers assisting them to improve wildlife on their land. We involve people in nature conservation through the simple inspiration of visiting a Trust nature reserve, through events, environmental education and community involvement. We communicate and advocate for nature across all of Yorkshire, not least through engaging and influencing the planning system to help deliver YWT’s ambition for a nature-rich Yorkshire.

Our mission is to ***restore wildlife by making Yorkshire wilder together.***In pursuit of ourvision for, ***nature-rich and resilient land and seascapes stretching from the sea to cities and fells with healthy, thriving ecosystems meeting the needs of Yorkshire’s people and its wildlife.***

In 2020/21 we refreshed Yorkshire Wildlife Trust’s Strategy, to be bolder in our ambitions for a Wilder Yorkshire, from 2021 to 2025, we will focus on five delivery themes to:

* + Restore and Grow Wild Places;
  + Partner for a Wilder Yorkshire;
  + Create a Wilder Future;
  + Foster a One Trust culture; and to
  + Be Financially Strong and Sustainable.

# Job Description

**Job Title**: Nature Discovery Centre Manager

**Responsible for:** Catering Manager, Visitor Centre Assistants and volunteers

**Responsible to**: Head of Visitor Services

**Location/based at**: Potteric Carr Nature Discovery Centre (Doncaster)

**Date last updated**: 28 February 2025

**Main Purpose of the Role**

To implement and increase income generation opportunities to generate profit for purpose at Potteric Carr Nature Discovery Centre through the management and development of its commercial activities, including admissions, retail, catering and hospitality. By fully understanding customer needs, you will maximise profits and provide a commercially viable range of merchandise, menu choices and private hire packages at competitive prices. You will provide direction to, and work collaboratively with, the Centre’s Catering Manager to create a consistently high visitor experience, maximise seasonal opportunities and to produce a centralised staffing rota.

To establish Potteric Carr Nature Discovery Centre as an exemplar and welcoming visitor destination by demonstrating a commitment to excellent standards of customer care, embedding health and safety practices and underpinning day-to-day operations with robust policies and procedures.

To manage, inspire and lead the Visitor Services Team at Potteric Carr Nature Discovery Centre, resulting in enhanced visitor satisfaction, increased sales and greater support for Yorkshire Wildlife Trust.

To lead on retail procurement and stock management for the Visitor Services team, purchasing and managing stock for Potteric Carr Nature Discovery Centre, Spurn Discovery Centre, YWT’s online shop and other retail opportunities at third party events.

The role is a member of Potteric Carr Nature Discovery Centre’s Duty Manager Team, providing onsite, weekend operational leadership

## Tasks and Responsibilities

Leadership

* Bring on-the-ground leadership to the delivery of the Trust’s ambition for Potteric Carr Nature Discovery Centre to become a regional visitor destination
* To develop and embed best practice around the Trust’s policies and procedures, including health & safety compliance, safeguarding and EDI
* Ensure the visitor experience within and around the Nature Discovery Centres supports membership recruitment and wider engagement and fundraising opportunities
* Develop robust and efficient finance management / cash handling practises for the Nature Discovery Centre with support from the Finance and Central Services Directorate e.g. banking.
* To identify the opportunities for volunteering support within the Nature Discovery Centre operations and onsite visitor experience, and to work with the Volunteering Support Team to recruit, train and support a team of volunteers.

Team management

* Line management of the Catering Manager to implement a café development strategy and create a coherent visitor experience throughout the Centre.
* Manage and motivate a team of Visitor Centre Assistants who are driven by sales targets and providing excellent standards of customer service to further YWT’s charitable aims
* Undertake line management, recruitment and training in accordance with YWT policies
* Listen to and act on staff concerns promptly
* Lead on the coordination and communication of staff rotas in collaboration with the Catering Manager and provide regular, weekend operational leadership for the Centre staff through participation in a Duty Manager rota.

Retail: buying, merchandising and stock management

* Work with the Head of Visitor Services to produce and implement a retail development plan for YWT’s Nature Discovery Centres including:
  + Keeping abreast of market trends to select retail products that appeal to customers, generate income and are aligned with YWT values and ethics
  + Developing a marketing and communications plan for retail
  + Merchandising retail products and oversee in-store and online promotional events, demonstrations and displays to maximise sale opportunities
* Manage supplier relationships to keep stock relevant and generative
* Consistently maintain high standards of retail displays, point of sale information and storerooms, ensuring compliance with health and safety legislation
* Review and refresh product on the YWT online shop and ensure prompt and appropriate order fulfilment is in place
* Oversee pricing and stock control in collaboration with Head of Visitor Services
* Control budgets and costs, aiming for minimum expenditure and efficiency, by keeping track of stock, ordering and sales
* Produce regular financial/sales reporting to inform decision-making across the organisation

Catering and commercial facilities hire

* Implement a café development strategy including:
  + Marketing and communications, special events and seasonal offers
  + Ensuring the café provides a good range of products that meet customer needs while respecting the ethical position of YWT
  + Regular analysis on activity and accurate forecasts
* Work with the Catering Manager to ensure purchasing and stock management operates in such a way to efficiently manage and reduce overheads
* Develop relevant and competitively priced private hire packages for YWT’s Nature Discovery Centres in collaboration with other managers, including:
  + Providing prompt client liaison and internal communications
  + Work with Centre staff to prepare room and facilities for bookings

Visitor Services

* Ensure excellent customer service is always provided to all visitors
* Equip and empower the Visitor Services Team to ensure visitors are proactively sign-posted to and engaged in YWT key messages, purpose and activities
* Ensure all visitor facilities in and around the Nature Discovery Centre are highly maintained and presented, including day-to-day supervision of contracted cleaning services and close working with YWT’s Central Services Team to swiftly action maintenance and repairs.
* Deal with queries, complaints and feedback from customers following YWT procedures
* Develop and implement policies and procedures to safely manage and support Nature Discovery Centre staff and visitors in collaboration with other visitor services managers, Head of Visitor Services and operational colleagues
* Collaborative working with the Visitor Engagement Team to host and develop engaging and generative public events, guided experiences and seasonal programmes, providing visitor Services staffing and facilities where required.

## Other

* Promote the Trust and partner organisations whenever possible.
* Demonstrate our Trust values every day behaving with courage, respect, and integrity whilst trusting others and taking responsibility for your actions at all times.
* Support and promote the Trust’s commitment to equality, diversity and inclusion.
* The Trust is committed to safeguarding and promoting the welfare of children, young people, and adults at risk and expects all staff and volunteers to share this commitment.
* Abide by all Trust policies.
* Undertake any other duties as requested by your line manager and in line with the post.

# Person Specification – Nature Discovery Centre Manager (Potteric Carr)

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| **Experience** | **Essential/Desirable** |
| Direct experience of visitor centre/museum or hospitality management ideally in a retail or visitor experience environment | Essential |
| Good financial and budget management experience and able to use financial analytics to inform and assess performance | Essential |
| Demonstrable experience of supervising/managing a team, including organising rotas, weekend working and on-call Duty Management | Essential |
| Proven track record in delivering and creating a culture of excellent customer service and visitor appeal | Essential |
| Demonstrable experience of meeting and exceeding ambitious revenue targets across café, retail and commercial hire/event income streams | Essential |
| Experience of working to multiple deadlines and managing your own workload and projects | Essential |
| **Knowledge and Skills** |  |
| Knowledge of retail management best practices including experience of stock management and procurement | Essential |
| Able to demonstrate a good commercial awareness and apply this in a retail or visitor-focused environment. | Essential |
| Excellent and demonstrable interpersonal and communication skills | Essential |
| Excellent IT skills including practical use of Microsoft packages and e-commerce platforms | Essential |
| Practical knowledge of social media and marketing and how this can be applied to strengthen the visitor experience and drive income generation | Desirable |
| Skilled at working with a variety of stakeholders such as Senior Managers, volunteers, partners, visitors and across diverse audiences | Essential |
| Knowledge of the environmental or Charity sector | Desirable |
| **Personal Qualities** |  |
| Strong team player and collaborator with the ability to work on own initiative | Essential |
| Highly organised with an eye for detail | Essential |
| A natural problem solver with an appetite to succeed | Essential |
| Personable, flexible, energetic, creative, self-starting | Essential |
| **Essential Qualifications/Requirements** |  |
| Willing and able to occasionally travel across Yorkshire; to support the retail offer at Spurn Discovery Centre (East Yorkshire) meet with colleagues, participate in team meetings and briefings | Essential |
| Knowledge and understanding of current Health and Safety, Food Hygiene and Safeguarding regulations and best practice and the practical applications of this to public engagement activities | Desirable |
| Willing and able to undertake a varied range of physical and manual tasks on a regular basis e.g. lifting/carrying stock, moving furniture and retail fixtures and fittings, in addition to traversing across the reserve. | Desirable |

## Terms and Conditions

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| Salary: | £31,768 - £34,959 per annum |
| Hours: | 35 hours per week, working within a five day in seven rota including regular weekend work. The nature of the post’s duties will require some evening work. Paid overtime is not available, but time off in lieu will be given for essential additional hours worked. |
| Contract | Permanent. A probationary period of 6 months applies, during which you will be required to complete all essential, mandatory training. |
| Flexibility: | Whilst ensuring the needs of the business and the role are met, the Trust endeavours to meet the flexible working needs of its employees. Depending on the nature of the role, the Trust offers hybrid working (a mix of office and at home). |
| Holidays: | 30 days per annum inclusive of 3 office/site closure days over the Christmas period in addition to national public holidays, rising to 33 days after 5 years’ service. All leave is pro rata for part time employees. |
| Pensions: | You may be eligible to be auto enrolled into the Trust’s Pension Scheme. Terms of the scheme are available on request from Finance. |
| Employee Assistance Programme: | The Trust provides an Employee Assistance Programme. This is a confidential service which aims to provide staff with support for a range of issues. |
| Health Questionnaire: | You will be asked to complete a health questionnaire in order to identify and support or adjustments you may require. |
| Equal Opportunities: | Yorkshire Wildlife Trust is committed to equal opportunities and appoints on merit. We welcome applicants from all sections of society regardless of gender, sexual orientation, race, disability, marital status, age and religion, perceived community background or political beliefs. |
| Place of Work: | The post will be based at Potteric Carr nature reserve |
| Travel: | Public transport is encouraged although pool vehicles are available. In exceptional circumstances the use of the employee’s own vehicle may be necessary for business use, at a mileage rate of 45p per mile. |
| Training & Professional Memberships: | The Trust is fully committed to personal development and training and supports achieving and maintaining professional memberships and accreditations, with any essential-to-role professional memberships paid for by the Trust. |
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