

## Role Description

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<b>Job title:</b>	<b>Visitor Engagement Contractor - Skipton Castle Woods</b>
<b>Department:</b>	N/A
<b>Reporting to:</b>	Visitor Experience Manager – Skipton Castle Woods
<b>Location:</b>	Working from home and Skipton Castle Woods
<b>Hours of work:</b>	Regular weekends and bank holidays work required
<b>Contract:</b>	Self-employed for duration specified in the contract.
<b>Salary:</b>	N/A Subject to outcome of Invitation to tender.
<b>Other:</b>	The contractor is required to be on-site regularly, as well as attend regional and head office based meetings.

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### Job Summary

The Visitor Engagement Contractor will assist the Visitor Experience Manager – Skipton, with practical on the ground delivery of events and workshops associated with the event programme of Skipton Castle Woods. This programme aims to deliver a significant growth in repeat visitor numbers through a consistently high quality programme of engagement on-site and on-line which resulting in more visitors actively supporting the work of the Woodland Trust.

The role involves pre event promotion, the set up and take down of event and display equipment including moving equipment around the site and face to face interaction with a wide range of customers including visitors, local residents, businesses and contractors.

Engagement includes data handling, assisting with the collation of visitor statistics, feedback and basic administration associated with events and engagement.

The role also involves contributing towards the general upkeep of the woodland when on site by responding to litter issues and the recording and reporting of any maintenance or Health and Safety issues or incidents.

### Key requirements of the role

- Be a local 'face' of this popular destination site by being visible in branded clothing and regularly onsite when required.
- Represent the Woodland Trust by maintaining and delivering excellent visitor experience and customer service standards.
- Alongside the Visitor Experience Manager and volunteers, assist with the delivery a year-round programme of onsite engagement activities and events designed to demonstrate the site attributes and to increase support for the Trust.

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| <ul style="list-style-type: none"> <li>• Face to face contact and quality conversations with members of the public, including speaking to groups, individuals, neighbours and confidence to deal with conflict or negative visitor behaviour in a positive and sensitive way.</li> <li>• The setting up and take down event equipment such as A-boards, banners, tables, trail markers, leaflets and posters across a 36 acre site.</li> <li>• Working outside, sometimes in inclement weather, on a site which includes uneven surfaces, slopes and steps.</li> <li>• Through actively engaging volunteers and other partners, build capacity for generating membership and support, and increased use by targeted local groups and the local community</li> <li>• To work safely by following risk assessments, training and management instruction.</li> </ul> |
| <ul style="list-style-type: none"> <li>• Perform other duties which may reasonably be assigned by your manager within the agreed contract.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

### Qualities/Experience/Skills required

#### Essential

- Experience of delivering well organised, safe engagement activities and events, ideally in a natural, heritage or cultural setting
- The ability to work as part of a team and the confidence to work independently when required
- Experience of delivering excellent levels of customer service to visitors which may include addressing negative behaviours such as littering or prohibited activity, when necessary
- Flexibility to work as required on selected event days, occasional evenings and at weekends.
- An articulate communicator who displays excellent verbal and written communications skills
- Environmental interest: an understanding of trees, woods or nature conservation and/or the passion to learn.
- An understanding of safe working practices, data protection and safeguarding issues.
- IT literate with a high level of proficiency in Word, Excel and Outlook
- A full driving licence and access to a vehicle with business insurance.
- A basic first aid certification – current.
- Public liability insurance.
- A Disclosure and Barring Service check. (DBS).

#### Desirable

- An understanding of tourist destination accreditation schemes (eg Visit England) is desirable
- A good understanding of and affinity with the local area

#### How you need to be

- **Surefooted** – Having a clear sense of direction, being confident by doing the right thing at the right time for the Woodland Trust
- **Nimble** – Being innovative and creative and adapting to the changing needs of the Woodland Trust and our people
- **Trusted** – Understanding our people, being a listening ear and keeping promises
- **Treasured** – Great at building relationships across the whole of the Woodland Trust. A respected, go-to person

In order to achieve our ambitious aims for people and wildlife we recognise 'how we need to be' as people and as an organisation. We expect all of our people to commit to this ideal to help us fulfil our purpose

Selection criteria and procedures are regularly reviewed to ensure that individuals are treated on the basis of their relevant merits and abilities. A copy of our Equal Opportunities Policy is available on request.

We all have a duty to ensure that our acts or omissions at work do not impact on the health and safety of others and ourselves and that we abide by any safety measures as directed and in accordance with the Woodland Trust Health & Safety Policy.

This post may be home based. You will be expected to provide a suitable environment in which to create an office within your region. All necessary office equipment will be provided.