



William Scott Abbott Trust
- at Sacrewell -



Visitor Engagement Coordinator

ACCOUNTABLE TO: Commercial Operations Manager

JOB SUMMARY:

Sacrewell is a popular Farm Attraction located to the west of Peterborough with 100,000 visitors a year. We are part of the William Scott Abbott Trust, an agricultural education charity with over 50-years of history. Our programmes focus on farming, sustainability, nutrition, and land stewardship.

The Trust seeks to create a safe, accessible, fun, and enriching educational environment for all visitors. We want to help our visitors make real-life connections to food, farming and the countryside and our aim is that every visitor explore, experience and enjoy.

We have plans to take our visitor engagement and functions to the next level and we need someone fantastic to be part of our team. It's an exciting time with the William Scott Abbott Trust at Sacrewell; we need reliable and enthusiastic individuals who are passionate about delivering a high standard of customer service and engages with audiences of all ages and backgrounds in our amazing farm attraction and are innovative, energetic and proactive to help drive growth.

Visitor Engagement personnel are responsible for a range of activities including providing a warm, friendly welcome & information about our offerings, regular site checks for safety & cleanliness, facilitating engagement activities across the site including tractor trailer tours. Supporting the Welcome Team at our front desk, answering telephone calls and responding to email enquiries.

Experience in the Visitor Attraction environment is not essential. The most important qualities you must demonstrate are confidence and experience in a public facing role, achieving targets and a passion for providing the best possible levels of service to all visitors to ensure each visitor has an enjoyable and memorable visit. You will also enjoy being part of a busy team with constantly changing priorities.

Due to the nature of the business, regular weekend and Bank Holiday working is required.

Occasionally situations may arise that require the post holder to perform other duties or tasks as may be reasonably requested by the Trust. In addition, all employees are expected to adhere to the Trust's commitment to providing a safe and positive working environment for all.

Hours: 37.5 hours per week on average – actual hours will reflect the seasonal needs of the centre with variable peak and off-peak season hours to reflect the seasonal needs of the Trust. (1950 hours per annum)

Working Pattern: Working to a rota system which includes frequent weekend and Bank Holiday working & some evenings.

Sacrewell Ltd is part of the William Scott Abbott Trust
Registered charity no: 233603
www.sacrewell.org.uk
01780 782254 office@sacrewell.org.uk



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KEY RESPONSIBILITIES:

- Proactively welcome and engage with visitors in a friendly and open way at all times, undertaking activities to engage our visitors with the Trust ethos such as; a program of fun & stimulating outdoor & indoor activities including delivering tractor trailer tours and regularly encourage customer feedback to assess satisfaction with our service.
- Provide excellent levels of service to all visitors face to face, by phone and email.
- Undertake administration duties to support the Visitor Welcome team function. Be able to use the ticketing software to achieve the required understanding of sales and use of devices to communicate by telephone and email.
- Support the Welcome Team by serving customers with retail products.
- Support the collation of visitor feedback including around operations, safety or security issues that impact the visitor experience, responding positively to these issues and escalate to the appropriate Line Manager.
- Help to develop and improve Sacrewell's interpretation and story.
- Observe all Health & Safety and statutory regulations & procedures and proactively ensure; safety checks are completed & recorded, high levels of presentation and good hygiene across the site.
- Proactively monitor visitor flow and behaviour, be able to apply security and safety procedures as necessary.



The Visitor Engagement Coordinator will need to have:

Essential experience

- Excellent customer service in a public-facing environment
- An effective team player who can demonstrate initiative and support others in a busy environment.
- Use of software on mobile devices / till points or other forms of computer hardware in a work environment.
- Dealing with challenging situations and visitor/customer complaints, with the ability to make decisions within procedures and knowing when to escalate issues.
- Able to work with own initiative without immediate assistance from manager.

Desirable experience or willingness to be trained.

- Working with booking systems.
- Able to undertake Tractor & Trailer tours of the farm whilst delivering an informative commentary.
- Supporting the management of Health and Safety, security, accessibility.
- First Aid trained and experience of undertaking duty First Aider role

Skills and attributes

- To have a confident, friendly and problem-solving attitude, especially in front of large groups of people and in high-pressure situations.
- A passion for exceeding visitor expectations, willingness to go beyond core duties to ensure an excellent experience and achieve this culture in others.
- Understanding of how principles of diversity and accessibility applies to a public-facing organisation.
- The ability to communicate clearly and accurately through various methods including person-to-person and in group briefings, written information on signage and by email and telephone.
- Excellent attention to detail and able to provide a consistent level of service at all times.

Scale and Scope of Role

- Reports to the Commercial Operations Manager
- Responsible for correct use & storage of allocated equipment & materials
- Responsible for prompt reporting of damaged & defective items
- Responsible for effective record keeping in line with procedures



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The William Scott Abbott Trust is an educational charity committed to connecting people to agriculture through a variety of experiences in a diverse historic landscape.

Our vision is to create a thriving, innovative and enterprising agricultural and rural skills “centre of excellence”. Our programmes will transform participants, relationships with food, forestry, fibre and farms.

Our mission is to inspire, nurture and promote sustainable agriculture. We will design and deliver authentic farming and outdoor experiences that nurture connections between families, farms and food.

Our aim is to connect people of all ages and backgrounds to the science, heritage and practical art of agriculture and to illuminate the trail that leads from farm to plate and to facilitate that every visitor explore, experience and enjoy

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The William Scott Abbott Trust and Sacrewell core values

Think long term

- We look after Sacrewell farm for the future. We're dynamic, far-sighted and ready to lead for the long term. We behave in a sustainable way, reducing our impact on the environment and spending wisely to make sure we have the financial security to look after special places forever. We keep things simple and are imaginative about finding better ways to do things.

Respect and cherish our land

- We hold Sacrewell farm in the highest regard. We all value the role it has had and will continue to have in people's lives. We connect with the William Scott Abbott's ethos and desire to share our agricultural heritage with everyone. We celebrate the distinctiveness of Sacrewell keeping it honest and authentic, not uniform, fake or unloved. We are all ambassadors for the William Scott Abbott Trust, promoting the importance of our work and the experiences we offer at Sacrewell.

Inspire people – “can do attitude

- We inspire people to connect with agriculture. We're warm, welcoming and actively part of the communities around us. We encourage and listen to other people's views, needs and suggestions and we exceed people's expectations with our positive 'can-do' attitude. We thrive by involving people in what we do, inspiring them to share our passion for Sacrewell.

Share our common purpose – Teamwork

- We work together to look after Sacrewell. We trust and empower each other to make the right decisions, working collaboratively and at pace. We build effective relationships, learning from each other and promoting simplicity, fairness, innovation and learning. As we work towards achieving our common purpose we're clear on what we're accountable for, making decisions within agreed frameworks.