



## JOB DESCRIPTION

**Job Title:** Head of Customer Experience  
**Responsible to:** Director of External Relations  
**Responsible for:** Retail Managers, Customer Experience Teams  
**Salary:** £34,000-£42,000

### 1 JOB PURPOSE

The Head of Customer Experience will lead on the creation and delivery of a Customer Experience Strategy that will ensure we achieve the strategic targets of The Trust. You will create the face and personality of Wildwood. You will set the tone for how we communicate with our customers and our teams across our parks. You will lead the forward-facing retail and customer experience teams in delivering a warm, friendly, professional and informative service to all our members and visitors. This will be backed up by your efficiency in leading all Front of House systems, targets and budgets.

### 2 MAIN DUTIES

1. Create and deliver a Customer Experience strategy that responds to the strategic goals of the Trust.
2. Overall responsibility for the successful running of the EPOS system, including data management and spreadsheet analysis, admissions reports, profit and loss for onsite retail, merchandise and online shop.
3. Leadership of the Retail and Customer Experience teams across Wildwood sites, organising, inspiring, motivating and creating a kind, safe, fun and fulfilling work environment.
4. Devise, lead and monitor a rolling training programme for the Customer Experience Teams to ensure this consistency of service.
5. Lead the retail teams in developing our Wildwood shops to become (literally) the shop window for promoting Wildwoods brand, ethos and values through our products, working to achieve our mission and vision.
6. Responsibility for leading the team in stock control, pricing, procurement and displays across the Trust, to maximise profitable trading and the commercial success of our shops.
7. Lead the face to face promoting and selling of Wildwood memberships, and generation of charitable donations in our shops and parks.
8. Work closely with Events and Marketing teams to head up the delivery of an excellent and efficient programme of regular and special events across the parks.
9. Promote and develop interdepartmental communication, so that all front of house staff understand the roles and responsibilities of other teams. Lead

communications with the Food and Beverage teams, to cross-promote our catering offers to maximise sales and enjoyment by our customers.

10. Work collaboratively with the External Relations teams to maximise opportunities for content creation for publicity and social media, leading the Front of House teams to share the importance of this work.
11. Adhere to the Fundraising Code and Charity Commission guidelines and other external regulations (e.g. GDPR) – as set out by WWT's processes, policies and procedures.

### 3 SKILLS, KNOWLEDGE AND EXPERIENCE

The Head of Customer Experience will have a genuine drive for furthering the Trust's charitable objectives. This role requires a passion for delivering excellent customer experience, along with skills in leadership, motivation, attention to detail, and team working.

#### 1. Essential

- Excellent skills in writing and delivering strategic objectives in a Customer Experience capacity.
- Excellent skills in delivering a staff training and development programme.
- Excellent skills in team leadership, inspiring good performance and team relationships, achieving targets and motivating others.
- Exemplary and demonstrable customer experience skills.
- Excellent skills in sales, including face-to-face, making and closing sales.
- Excellent skills in budget management and achievement of targets.
- Excellent knowledge of EPOS systems and relevant IT, confidence in leading on EPOS management across sites.
- Good experience of working at an attraction or retail environment, in a leadership role.
- Good experience of working in a management capacity across more than one site.
- Excellent experience of managing profit and loss accounts, producing reports and analyses, using spreadsheets and CRM systems.
- Excellent experience of training team members.

#### 2. Desirable

- Fundraising skills.
- Good experience of collaborative working across departments.
- Experience in Front of House work at a visitor attraction.
- Good events management experience with planning and delivery.
- Experience of selling memberships and providing customer service to members.

#### 4. ROLE DIMENSIONS

|   |                     |
|---|---------------------|
| <b>Annual Budgetary amount:</b>                                 | £250,000.           |
| <b>Number of staff reporting to the post (direct/Indirect):</b> | up to 30 (seasonal) |
| <b>Any other information:</b>                                   |                     |

#### 5. OTHER CONSIDERATIONS

1. The post is advertised as full time and may require weekend and bank holiday working.
2. No person shall be treated less favourably than another on the grounds of sex, sexual orientation, marital status, race, ethnic or national origin, religion, colour, age or disability. As an equal opportunities employer, applicants for staff vacancies shall be shortlisted for interview and appointed purely on the grounds of their suitability for the post as laid out in the advertised job description
3. Wildwood operates a no smoking policy in the park and in its offices.

#### 4. Employment Package

The salary for the Head of Customer Experience is at Grade 3 £34,000-£42,000.

Normal working hours are a 37.5-hour week, plus a half an hour unpaid for lunch each day; core hours are 9.00 am until 5.00 pm although the job may involve overtime, including some evening and weekend working as part of your normal duties.

The holiday allowance is 30 days a year pro rata, this includes statutory holidays.

Appointments are subject to confirmation after a six-month probation period.

Wildwood offers access to a stakeholder pension, details of which will be given to you on confirmation in post.

#### 5. Applications

Application is by C.V. and covering letter and must contain the following information:

- Name, address, contact phone numbers
- Personal Statement
- Employment history
- Educational history

You should include a statement of the relevant skills and experience that you believe you will bring to the job, paying careful attention to the requirements of the job outlined above. You should give two referees to whom we can turn for a confidential reference, one of whom should be your current or most recent employer. References will only be taken up for those candidates chosen for interview or, with regard to current employer, on offer of contract.

Applications will not normally be acknowledged. If you would like yours to be acknowledged, please enclose a stamped, self-addressed postcard.

Applications should be sent to Helen Sayers, Wildwood Trust, Herne Common, Herne Bay, Kent, CT6 7LQ. Or alternatively email [jobs@wildwoodtrust.org](mailto:jobs@wildwoodtrust.org). Interviews and selection tests will be held on site at Wildwood Trust at Wealden Forest Park, Herne Common by arrangement.