



ASSISTANT ADMISSIONS and RETAIL MANAGER
PERMANENT FULL TIME POSTION
MARKET COMPETITIVE PACKAGE, DEPENDENT ON EXPERIENCE

Pensthorpe Natural Park, in North Norfolk, was created by a visionary conservationist who landscaped an area of gravel extraction in the River Wensum Valley to create one of Britain's most biodiverse nature reserves. Bought in 2003 by current owners, Bill and Deb Jordan, the site celebrated its 30th year in 2019.

Famous for being the host of BBC Springwatch from 2008 to 2010, we showcased our beautiful park, gardens, farm and reserve to a national audience and since that time have added themed children's outdoor and indoor play in 2013 and 2015. The park is also home to the Pensthorpe Conservation Trust, a charitable trust whose main aims are to establish a centre of excellence for habitat management and restoration alongside conservation of wetland and farmland bird species through captive breeding programmes in national conservation partnerships.

Our vision for conservation, experiential nature and wellbeing combined with our strong emphasis on customer experience and ensuring an inspiring and educational connection with nature is at the heart of everything we do, appealing to all ages.

We are looking to recruit an **ASSISTANT ADMISSIONS and RETAIL MANAGER** to support the Operations Manager in this key front of house role.

The role will see you playing an important role in our visitors first impressions – you will lead and manage the Admissions desks and team members ensuring a first class welcome. You will focus on excellence in ensuring every visitor is fully informed about what their visit can include, upselling memberships, events and activities whilst answering all of their questions. You will also coordinate the membership renewals processes. You will also be deputising for the Operations Manager in running our retail shop, maximising sales whilst keeping a close eye on costs to ensure we meet our targets. You will be responsible for scheduling rotas and ensuring staff welfare at all times. You will also play a key role in the creation and review of budgets, day-to-day cost control and stock management whilst motivating and inspiring those around you.

Merchandising and buying will also play a large part – understanding what our visitor wants, and ensuring our admissions and shop areas adapt to the seasons, current trends and always on-brand.

As with all of our team members, it helps if you have a passion for the outdoors along with a basic understanding of nature and conservation to support us in delivering our overall visitor experience.

Your Experience

You must have previous experience in a supervisory / assistant management capacity in a visitor attraction and or tourist retail environment, ideally with buying experience. You will have an excellent track record of successfully achieving KPI's and have taken responsibility for supporting the commercial performance of a store.

You will have the ability to inspire, coach and develop your team to maximise potential and performance alongside a proven track record of role modelling and consistently delivering amazing customer experiences. You will demonstrate a clear passion and ability to put yourself in our customers' shoes.

You must have a good knowledge and understanding of costing, stock management and EPOS systems, combined with good IT skills to manage our membership, bookings and event databases.



Due to the nature of our business, all applicants must be available to work regularly at weekends, public and bank holidays and during school holidays.

How to Apply

Send your up to date CV together with a covering letter explaining why you feel you would be ideal for this role. Please also let us know your current salary and / or the salary you would be looking for given the scope of this role.

Applications can be made to hr@pensthorpe.com or by post to The HR Team, Pensthorpe Natural Park, Fakenham Road, Pensthorpe, NR21 0LN.

Closing date: Friday 21st May 2022