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## **job description**

**\*\*Brand new role for the business\*\***

### **BACKGROUND**

Wroxham Barns was established in 1983 by Ian Russell (who still owns the business today) and has now been operating for almost 40 years.

Firstly starting out as derelict farm buildings, Ian and colleagues soon transformed the site into one of the countries first craft and shopping destinations where you could meet the makers and creators and see the crafts people, as well as purchase the products they were producing.

The site still has shopping at the heart of what it does with 12 tenanted retail and craft studios.

In 1992 a Junior Farm & Fun Park was added, creating a pay on the gate aspect to the business.

Now, the site welcomes some 300,000 visitors annual with over 100,000 visiting the Junior Farm & Fun Park. We host several events a year including, Lambing events, Easter Egg-stravaganza, Pumpkin Festival, Potato Picking, Silent firework events, and a Christmas Experience.

We also have 2 cafes serving good quality food, fast, plus seasonal catering outlets for peak periods.

In 2021 we hosted Camping for the first time, and this is something we will look to expand further over the next few years.

The site opens everyday of the year excluding Christmas Day, Boxing Day and New Years Day. The Junior Farm and Fun Park opens weekends and everyday during School hols from Feb half term – October half term, plus for the Christmas Experience.

We have 13 core full time equivalent team, and during peak seasons get up to a team of around 70 people

Over the last 3 years Wroxham Barns has been on the journey to streamline and also grow its offering, and increase footfall, in 2019 our first General Manager was appointed, and since then the business has focused on ensuring it has a profitable model and the foundations to increase its offerings with a series of investment into the site over the last few years, with more planned for 2022/2023

### **Our Vision**

Wroxham Barns is an organisation dedicated to providing a great day out to all the family, whether that be for shopping, eating or a day out, which is safe, fun, stimulating and educational environment for families, schools and playgroups. We strive to maintain high standards with regard to health and safety and customer care in every department and in the overall presentation of the site.

Having established this foundation, our aims are to continually invest in our site and people in order to achieve the full potential.

### **KEY RESPONSIBILITIES**

- 1 Staffing and Staff management
- 2 Health and Safety
- 3 Programming
- 4 Cleanliness and Maintenance
- 5 Budget management
- 6 Operational compliance oversight
- 7 Overseeing accommodation operations
- 8 Event implementation

### **Staffing and Staff management**

- To act as a role model for the team at all times.
- To inspire your team to strive for excellence at all times.
- To manage your team and ensure that they are following established process and policies at all times.
- Report all management issues that may arise in relation to sickness, discipline, grievance, and maternity to the General Manager
- Work with General Manager to develop and maintain good staff relationships and communications within the site across all departments.
- To assist with the recruitment, training & development of staff, including inductions of new staff.
- To maintain ongoing training, coaching and leadership to ensure customer service standards are exceeded and staff are working to their maximum potential.
- To undertake and support with regular reviews and one to ones with staff.
- To assist managers in annual appraisals with staff and complete and follow up personal development plans.
- To organize and attend departmental meetings with managers and directors.
- Create, manage and monitor rotas on a daily basis to ensure that staffing is in place to deliver a safe and effective service, following agreed budgets.

### **Health and Safety**

1. Ensure the sites adherence to training, structure and practical application of the health and safety policy.
2. Report all accidents and incidence through adherence to the site process and systems.
3. To lead fire drills and fire marshal.
4. With chief first aider Co- ordinate 1st aid training, stock and equipment.

5. Support the General Manager in organizing all independent inspections, services and contracted schedules across the site delegating and liaising where necessary with department managers.

6. In General Manager and Directors absence to be responsible for overall health and safety requirements of the park. Equipment, plant, staff and customers during opening hours.

### **Programming**

- Provide operational input into session planning, daily ticket sales and events using company epos system.
- To assist with the planning, promoting, delivery and evaluation of all special events during the year using the company epos system.
- With technical assistance ensure all admin and reception equipment including tills, phones, wifi and server is functioning correctly on a day to day basis.
- Report and troubleshoot any defects to the relevant support companies for phones, internet, server and epos.
- Assist General Manager in planning and implementing upgrades to any office or reception based equipment.

### **Cleanliness and Maintenance**

- Make sure all process with regard to site operation safety, and cleanliness are completed on a daily basis.
- Conduct regular patrols of the site ensuring maximum cleanliness, operations and customer experience are being followed and adhered to, report any defects or problems immediately to the relevant department.
- Ensure that all cleaning and relevant equipment and facilities are kept stocked and safe to use.
- With General Manager keep all maintenance areas clean, stocked and safe.
- With General Manager ensure that all plant and equipment is serviced, clean and safe to use.
- Ensuring the site is clear, clean and organized at all times, working on the premise that everything has a home
- To ensure that daily, weekly, bi annual, annual and ad hoc maintenance schedules are in place and followed, working on a proactive and preventative campaign rather than reactive

### **Budget Management**

- Work within pre agreed budgets
- Ensure departments are tracking with pre agreed and expected budgets, liaise with the General Manager regularly on this
- Purchase items in a cost effective manner, following pre agreed budgets

### **Accommodation**

- Oversee the smooth running of the accommodation side of the business including, seasonal camping pitches, safari tents and holidays lets
- Monitor bookings, customer requests
- Training and monitoring of cleaners and other key players in the accommodation aspect of the business

#### **Performance**

- To supervise the operational needs of the site as instructed.
- Ensure all daily processes' including the start of days and associated work programs and tasks are followed documented and filed.
- To undertake any tasks required as and when necessary from cleaning, reception and admin to managerial activities.
- In General Managers absence to open and close the site and pre-opening staff facilities in accordance with the publicized hour's and be directly responsible for the security of all the buildings and their contents.
- In General Manager absence carry out opening up meeting with all staff, ensuring team are fully updated, stimulated and allocated in the correct areas. Make sure all work needed from observations and meetings from previous day are delegated accordingly and completed to ensure that the visitor experience is met and exceeded.

#### **General**

- Attend meetings to help decide on company policies, strategies and business development.
- Ensure all documentation relating to the operational activities at Wroxham Barns is in order, updated, reviewed and amended in accordance with company policy.
- To delegate suitable, responsible, trained personnel to any department requiring assistance.
- Maintain the knowledge and training to be able to assist in any department.
- Be prepared to take on additional responsibilities.
- Be prepared to work and support with evening events
- Be prepared to answer phone calls and to provide relevant and up to date information to the caller exercising good customer care skills and recording in writing, messages for other staff, all within in-house training protocols provided by Wroxham Barns.
- If needed act as welcome host and carry out admissions processes with regard to current information and to encompass bookings, memberships and telephone queries.
- Ensure you maintain good up-to-date product knowledge of the site and activities, entertainment and timetables.

- Generally visually survey the site with a view to checking customer satisfaction, ensuring checking good parental supervision and to monitor correct procedures are being adopted by staff.
- Have a high regard for personal hygiene.
- Treat all colleagues with respect and understanding.
- Always support and implement company policy, but communicate any misgivings regarding policies directly to directors.
- Attend and contribute to meetings and make an effort to attend all company special events and social functions.

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### **Person Specifications:**

#### **Disposition:**

##### *Essential:*

Customer Focused, Driven and enthusiastic, eye for detail, passion for providing exceptional service, can do attitude, pro-active, team player

#### **Experience:**

##### *Essential:*

Staff supervision and general human resource experience, leading teams to deliver high results, meet targets and respond to changing priorities. Operational running of a business of a similar scale

##### *Desirable:*

Previous experience of working in customer focused visitor attraction or service.

Cash handling/reconciliation

Operations of an accommodation business

#### **Qualifications:**

##### *Essential:*

Full UK driving license

##### *Desirable:*

Current 1st aid certificate

Iosh managing safely

Any external qualifications that would be appropriate to the business.

#### **Skills:**

##### *Essential:*

Strong interpersonal and communication skills with an ability to adapt and communicate effectively to anyone.

Good organisational skills

Leadership and coaching experience

Excellent time management

*Desirable:*

Experience of recruiting, training and developing staff

Familiarity with Microsoft office

Familiarity with EPOS systems.

Job Types: Full-time, Permanent