

# HOLKHAM

## Job description

### Visitor Experience Assistant

LOCATION	Holkham and Wells-next-the-Sea, Norfolk Visitor
REPORTING TO	Experience Manager / Duty Managers
LATERAL RELATIONSHIPS	Visitor Experience Team / Trailer Tour Guides / Hall Guides Holkham Stories Supervisor / Holkham Stories Assistants / Car Park Attendants / Education Team / Retail Team

#### **The Holkham Estate**

Our vision is to be the UK's most pioneering and sustainable rural estate.

The Holkham Estate extends over 25,000 acres. The land and property-based activities include residential and commercial lettings, property development, arable and vegetable farming, forestry, country sports, a hotel and restaurant, a holiday park, beaches, car parks, admissions, cafes, shops, concerts and events.

#### **Holkham Enterprises and Holkham Events Ltd.**

Holkham Enterprises and Holkham Events Ltd. are the business entities responsible for all visitor-related activity and income is derived from three car parks, three cafés, admissions to the Hall and related attractions, a gift shop, a 6.5 acre walled garden and an extensive education and events programme. Over the past five years there has been significant investment to transform the visitor experience at Holkham and 2016 saw the opening of our new state-of-the-art banqueting and events facility, The Lady Elizabeth Wing.

## Overall job purpose

The estate's leisure businesses now account for over two thirds of the estate's revenue. The role of the Visitor Experience Team is to provide a positive and welcoming first point of contact for visitors and to offer an excellent customer service both in person and via other methods of communication. The team also supervises the visitor arrival point at the Walled Garden. You will be required to work to an operational rota as part of an effective Visitor Experience team covering the whole of the visitor experience at Holkham.

## Job description

The following is intended to provide guidance as to duties but it is not exhaustive. You will from time to time be required to undertake other activities of a similar nature that fall within your capabilities as directed by management.

Specific duties will include:

Assisting in the day to day running of the Visitor Reception.

To assist with covering in the Holkham Stories Experience, Walled Garden and Gift Shop as required.

To ensure that you provide the highest standards of customer service to all our customers. This will include looking for ways of exceeding customers' expectations, anticipating customers' needs and responding positively in all your communications with customers.

To provide a warm and friendly welcome to visitors of all ages and to develop relationships with customers so that they feel welcome and valued, increasing the likelihood of their repeat custom.

To reconcile and record transactions on a daily basis.

To answer all queries received in person and by telephone, post and email relating to the visitor experience at Holkham.

To maximize ticket and guide book sales, upsell at every transaction and promote events.

To ensure that we meet our sustainability goals and identify opportunities for improvement in this area.

To input all relevant information into the computerised database systems. Compliance with the data protection act must be adhered to at all times.

To provide the Marketing Department, management and other agencies with statistics relating to sales, specific offers and promotions as required.

To assist with the preparation of resources for seasonal events and activities.

To develop and maintain a high level of knowledge and understanding of the Holkham Estate.

To provide a 'meet and greet' service for groups visiting the estate as required.

To provide a 'meet and greet' service outside the Visitor Reception as required.

Supervise the Walled Garden Visitor arrival point - check that visitors have the correct ticket for entry, role includes selling of tickets, guidebooks and plant sales as required. To monitor and

replenish stock of leaflets and guidebooks. To operate the loan system for motorised scooters adhering to operating procedures. To provide an informed welcome to visitors.

To follow the correct opening and closing procedures for the Visitor Reception and Walled Garden reporting any concerns to the Visitor Experience Supervisor or Duty Manager.

To be responsible for day-to-day maintenance, appearance and cleaning of the vehicles including completing daily check lists as required. To record and notify the Duty Manager and/or Visitor Experience Supervisor if any elements of the vehicles are faulty or any damages occur.

To ensure that all visitor areas and vehicles are kept clean and tidy at all times. This will include regular checks on levels of cleanliness in the lavatories.

To adhere to the Company's Health and Safety policy at all times.

If trained to administer First Aid if necessary.

To make a positive contribution to the work of the Visitor Experience Team and the company as a whole

## **Personal qualities**

Initiative, energy, enthusiasm and persistence.

Good leadership and organisational skills

Good presentation skills.

High standards of personal presentation.

Attention to detail.

Team player.

Flexibility, a positive attitude and an ability to work calmly under pressure.

You must have the right to live and work in the United Kingdom.

## **Training**

You will be required and encouraged to engage in a program of professional development during the season.