



# GROUNDWORK SOUTH AND NORTH TYNESIDE RECRUITMENT PACK

## Visitor Experience Coordinator

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Groundwork South and North Tyneside

Charity Registration Number 1007918

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**Better Health**  
at Work Award  
Maintaining Excellence

# The Groundwork Approach



The Groundwork movement began 40 years ago at a time of political, social and economic challenge, as an experiment to help communities cope with change and work together to make their lives and neighbourhoods better. That experience and that spirit of enterprise and innovation have never been more needed than now.

What drives us is the recognition that in every community - however disadvantaged - there are deep reserves of pride in the local area and people with the passion and ideas to improve their circumstances and surroundings. Groundwork South and North Tyneside exists to harness that pride and unlock that passion through services, projects and programmes that change people's lives now but also make our communities across our region more resilient for the future.

We know that many people face multiple challenges - living in isolation or with significant health issues in communities with few facilities and limited employment prospects. We work with partners to address these challenges in three ways: we create better places, we improve people's prospects, and we promote greener choices.

Wherever and however we deliver, our approach will always be informed by our commitments:

- > **We will invest in the places and people that need us most**  
Prioritising our resources to bring about lasting change by building skills and capacity within local communities where we can make most difference.
- > **We will grow a culture of equity and inclusion**  
Operating transparently and with integrity and seeking out a diversity of viewpoints, both in the work we do and the people we employ.
- > **We will be committed to collaboration**  
Forging strong partnerships, contributing to a thriving community sector and helping others lead where this will achieve greater impact
- > **We will act as environmental exemplars**  
Championing practical action to combat the climate and nature emergency and measuring and reducing our own environmental impact



# Why our Work is Needed

We believe that working with local communities to build their resilience is vital in facing up to the challenges of a globalised economy and a changing climate. We know that the negative effects of climate change and environmental breakdown impact first and worst on those who have the least power in society, and who contribute least to the cause of the crisis. A 'just transition' to an inclusive, net-zero economy must tackle, rather than entrench, this inequality and provide a springboard for better work and healthier, happier lives in the places that need it most.

This means creating green jobs that build wealth in local communities, changing behaviour to reduce wasted food, energy and water, providing biodiverse, accessible green spaces, supporting businesses to be more responsible and empowering communities to lead activities that improve their quality of life and promote health and wellbeing.

The UK is one of the richest nations in the world, yet many people in many communities face significant hardship

- Continued reductions in public spending means there is a risk of greater social inequality and greater social inequality and greater geographic disparity as services people rely on, are cut
- The neighbourhood services that enhance our quality of life- from youth clubs to parks-have felt the brunt of spending reductions
- As our economy and welfare system change, some people feel marginalised and vulnerable
- Environmental impacts- from flooding to energy price rises-impact disproportionately on those who have least protection,
- Addressing these challenges requires new ideas and approaches, engaging communities and businesses and shaping new ways of delivering public services

- ✓ 89% of community groups say their work is needed more than ever, but more than half say it got harder for them to operate in the last ten years
- ✓ 75% of people say they feel unable to influence decisions about what happens in their local area
- ✓ Nearly half of young people say they feel they don't belong to their neighbourhood
- ✓ 2.69 million people do not live within a ten minute walk of a green space. Those who are at greatest risk of poor physical and mental health, are more likely to miss out on the benefits of green space
- ✓ Around half a million young people were 'economically inactive' - not in learning or employment and not looking for work
- ✓ One in ten households in England is experiencing fuel poverty, rising to almost one in five for ethnic minority households
- ✓ 76% of adults say they are concerned about climate change
- ✓ 40% of young people admit to feeling 'overwhelmed' by the climate change
- ✓ 90% of SMEs said being sustainable was important for their business but more than half said they were finding it difficult to take action



# Working for Groundwork South and North Tyneside



## VALUES

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Our values inform what we do and how we do it.

We are **environmentally aware** and focused on **communities in need**.

We are **collaborative**, show **integrity** and strive for **quality** in everything we do.



## EQUALITY & DIVERSITY

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We are fully committed to eliminating discrimination and promoting equality and diversity in our workforce and employment practices, in the work we undertake, and in the provision of all our services.



## SAFEGUARDING

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We commit to doing everything we can to ensure the safety of those involved in our projects, programmes and services. Our safeguarding team ensures that our safeguarding policy and practices are rigorously implemented and continually reviewed and improved. Safeguarding is embedded in our organisational culture.



## SUSTAINABILITY

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Our federation strategy commits us to being environmental exemplars, which means embedding the principles of sustainable development in what we deliver and the way we work. Sustainable development means meeting our own needs without depleting natural resources for future generations. It also means recognising that our environment, economy and society are all connected.

Groundwork believes that the needs of local communities must be central to the way we tackle the climate and nature emergencies. Our ISO14001 accreditation supports our achievements.

# What are we looking for?



Groundwork South and North Tyneside has been Changing Places and Changing Lives for over 30 years through a variety of environmental, learning, health and skills programmes.

We are a fast paced and diverse charity with an excellent track record in partnership working and high-quality delivery.

Through our strategic theme of 'Enriching Lives through Environment, Culture and Heritage', we aim to inspire engagement and discovery informed by our past, present and future. Our Cultural Services, on site at Jarrow Hall Museum and outreach programmes have significantly developed over the past 3 years, and in April 2023, our organisation became an Arts Council National Portfolio Organisation. This provides a great foundation to further develop our offer and deliver our ambitions under our Jarrow Hall Masterplan and 3 year strategic plans.

We're looking for a motivated and flexible individual as the Visitor Experience Coordinator to work with the Service Manager - Visitor Engagement and Development, to provide a supportive role in delivering an excellent experience to the visitors of Jarrow Hall, and to over see the safe operation of the site at weekends.

The role is a highly visible one which will see you working alongside the wider Groundwork South and North Tyneside team, site staff and volunteers, to help build a world-class venue; one delivering an ever-more exceptional experience to our broad audience of families, academics, cultural tourists, schoolchildren and more.

As part of the Jarrow Hall family and a key part of the team, you will be expected to play a proactive and dynamic role alongside your fellow staff and volunteers to ensure Jarrow Hall builds and maintains a reputation as one of the finest, most welcoming and best loved venues in the region and beyond.



# What you'll be doing



Although no day will be the same, your role will include the following 6 areas:

- Coordinate Staff and Volunteers
- Customer Service
- Operational Supervision
- Commercialisation
- Problem Solving
- Reporting and Administration

## What makes this role special?

- You'll be at the heart of a nationally recognised site, part of a charity that's changing lives through culture, environment, and heritage.
- You'll help us realise our exciting **Jarrow Hall Masterplan** and bring our **Arts Council National Portfolio** status to life through meaningful visitor engagement.
- You'll gain hands-on experience across events, retail, heritage, and community outreach – working alongside a passionate and supportive team.



# Our Groundwork Team

Board  
of  
Trustees

Chief Executive  
*Andrew Watts*

Governance  
Officer

Service  
Manager -  
Research,  
Education  
& Learning

Director of  
Provision and  
Achievements

Director  
of  
Corporate  
Services  
Manager

Head of  
Commercial &  
Environmental  
Services

Head of  
Development,  
Communications  
and Impact

Service  
Manager  
Visitor  
Engagement  
and  
Development

Culture &  
Heritage Team  
  
Education Team

Route2Work  
College  
  
South  
Tyneside  
Young Carers  
  
Training &  
Enterprise  
Network  
North East

Finance Team  
  
HR Team

Property  
Team  
  
Farm & Land  
Team  
  
Commercial  
Services Team  
  
Green Doctor  
Team

Visitor  
Services  
Team  
  
Events &  
Marketing  
  
Collections &  
Engagement

## Role Details

**Hours of Work:** 22.5 hrs per week to be worked over Friday, Saturday and Sunday. This post has contractual holiday restrictions covering school holiday periods.

**Work Locations:** Based at Jarrow Hall Anglo-Saxon Farm, Village and Bede Museum

**Salary:** £27,821 per annum pro rata (£14.46 per hour)

**Reporting to:** Service Manager - Visitor Engagement and Development

## Main Duties & Responsibilities

### Coordinate Staff and Volunteers

- Oversee employees to ensure smooth operations of Jarrow Hall site, including delegating tasks, providing guidance and addressing any staff or volunteer issues
- To support the Service Manager - Visitor Engagement and Development, by coordinating the visitor experience rota, ensuring effective staffing levels are maintained
- oversee weekend staff and volunteers, including organising volunteer tasks focussing on visitor services and administration, breaks and training
- While on duty, act as the key point of contact for volunteers, staff and contractors for operational matters

### Customer Service

- Work with the Engagement team in developing and delivering activities and events that support the delivery of Jarrow Hall's business plan
- Liaise with marketing staff to support the management of social media interactions. Support with the delivery of marketing campaigns and promote events and activities occurring across the site
- Deliver a high standard of customer service to all staff and visitors to ensure an excellent visitor experience
- Manage in-person, phone or digital enquiries, including public-facing. Oversee coordination of main enquiry email, ensuring they are directed appropriately or acted on
- Be a visible and approachable presence in the museum, interacting with visitors and taking part in routine feedback gathering

# Main Duties & Responsibilities

## Operational Supervision

- Have regular updates with the Service Manager - Visitor Engagement and Development, to support hand-over and raise issues or queries
- Responsible for daily checks including walk around Museum building to ensure the safe and efficient day-to-day operation and Health and Safety compliance, including fire warden duties, risk assessments and COSHH.
- To support the work of all Museum team-members, such as events, visitor services, education and farm, particularly as duty manager at weekends
- Assist in maintaining the security of the site including animals and artefacts.
- To oversee any room bookings and guest appointments as required.
- To be the nominated fire warden and first aider and assume control of evacuation/emergency procedures.
- Liaise with Maintenance team. Identify maintenance issues, report and follow through to conclusion. Report any ongoing problems
- Responsible for the controlling of opening and closing the site.

## Income Generation

- Oversee vital revenue streams from well stocked shop and tickets sales, developing customer-focussed offers, identifying trends in sales and diversifying stock for sale.
- Oversee the safe transactions linked to payments for admissions and retail sales, including cash, card and online.
- To support and inform the team relating to ticketing and sales for special events, both on-date and in advance.
- Help the generation of new income through customer-focused and retail initiatives, admission ticket promotions and developing shop offer.

## Problem Solving

- To assess and act upon any H&S or operational standards not being met and identify when there is a need for responsive action or escalation of response.
- To act as the first point of contact for resolving operational issues / troubleshooting on site.
- To assess any day to day problems / issues to ensure the safe operating of the site.
- To take control of any situations that may arise and take appropriate action to ensure safety of staff, volunteers, visitors, farm animals and collection.
- Manage any communications / social media regarding site issues / closures.
- To liaise with relevant emergency services as required and be the main point of contact / co-ordination in the event of an emergency.
- To seek support / guidance from the nominated Executive Member for emergency situations



# Main Duties & Responsibilities

## Reporting and Administration

- Handle till system operations, including administration of back office
- Ensure good housekeeping at all times, both front and back of house
- Accurately input and manage data related to revenue, retail stock, and visitor numbers, supporting regular reporting and informed decision-making.
- Keep accurate records of expenditure and manage allocated budgets in line with project requirements.
- Generate invoices and liaise with the finance team to arrange payment of invoices and other finance admin related to the integrated ticketing and transaction till system.
- Cash handling as required, including safe and deposits.
- Ensuring routine stocktakes and ordering processes.
- Provide cover for holiday, sick and other absence as required.

## Health and Safety

- All employees have a responsibility of care for their own and others' health and safety.
- To oversee the H&S of activities in-line with Groundwork's Health & Safety Policies and Procedures
- Contribute to the development of operational and health & safety procedures, suggest changes where necessary.
- To liaise with the Managers, the Trust's H&S Lead, and External Consultant on H&S matters relating to sites, activities and operating procedures

## Additional Responsibilities

- The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties that may be required from time to time within the general scope of the post.
- Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder.
- The post holder is required to carry out the duties in accordance with the company's Equal Opportunities Policies
- A commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults, and reporting any concerns.
- To be aware of, and comply with, all measures to support our environmental standard ISO14001
- All employees have a responsibility to care for their own and others' health and safety.





## Organisational Responsibilities

- **Investors in People** - Groundwork South and North Tyneside is committed to working within the principles of Investors in People (IIP) status and you are expected to support the ongoing development to support this.
- **Health & Safety** - All staff and volunteers have responsibility for ensuring that their working environment is healthy and safe and that staff and volunteers for whom they are responsible for, or working with, are not placed at risk. All staff and volunteers will be expected to familiarise themselves with and adhere to the current Health & Safety Policy.
- **Equal Opportunities & Diversity** - Groundwork South and North Tyneside strives to be an equal opportunities employer and operates an Equal Opportunities policy. It also recognises the benefits that a diverse workforce brings to the organisation and welcomes this.
- **Data Protection** - Groundwork South and North Tyneside endeavours to comply with the Data Protection Act 2018. It may be necessary to disclose personal data to funding bodies - where a role is funded externally - in order to comply with their funding requirements. If this applies to you we will inform you about what information is shared.
- **Personal Development** - All staff and volunteers will be expected to participate in a broad range of personal development activities in line with best practice and take responsibility for identifying own learning needs in order to fulfil the requirements of the role and support career progression.
- **Corporate Training** - All staff and volunteers will be expected to attend and fully participate in the Trust's Corporate Training Programme.



## Person Specification

	ESSENTIAL	DESIRABLE
<b>Education/Training/Qualifications</b>	<ul style="list-style-type: none"> <li>English and Maths GCSE grade C or above or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>Qualification related to leisure, facilities management or Cultural organisations</li> </ul>
<b>Experience and knowledge</b>	<ul style="list-style-type: none"> <li>Previous experience of supervising a team of people, including volunteers</li> <li>Excellent people management skills with interpersonal skills including the ability to communicate clearly, lead and show tact and diplomacy when necessary</li> <li>Excellent organisational skills to support the delivery of excellent customer service and experience working in a customer facing role</li> <li>Use and administration of integrated ticketing and transaction till systems</li> <li>Prior experience of administration work, including invoicing, filing, raising purchase orders and cash handling</li> <li>Computer literate, including use of Microsoft Office and Teams</li> </ul>	<ul style="list-style-type: none"> <li>Former role as duty, or deputy duty manager</li> <li>Working within a visitor attraction or cultural venue</li> <li>Managing sales/shop stock, including identifying new stock, revenue, shop stock and visitor numbers to contribute to data for reports</li> <li>Experience in facilities management or operations role</li> <li>Use of social media (Facebook, Instagram, Twitter, Hootsuite) and Mailchimp</li> <li>Setting up and supporting event delivery</li> <li>Compilation and retrieving of information regarding sales and visitors</li> <li>Experience in administration relating to retail</li> <li>Looking to gain experience of a museum working environment</li> </ul>
<b>Additional Requirements</b>		<ul style="list-style-type: none"> <li>A full driving licence</li> </ul>



# Person Specification

	ESSENTIAL	DESIRABLE
<b>Competencies</b>	<ul style="list-style-type: none"> <li>• Able to make informed decisions and demonstrable problem solving</li> <li>• Ability to follow procedures and have acute attention to detail</li> <li>• Ability to work calmly under pressure</li> <li>• Excellent administrative and organisational skills</li> <li>• Ability to prioritise workloads and good time management skills</li> <li>• Approachable, friendly, outgoing and motivated by working towards targets</li> <li>• Excellent people skills, with an ability to communicate with people at all levels</li> <li>• Strong team player who is flexible according to the needs of the business</li> <li>• Working knowledge of Health and Safety procedures, including the completion of COSHH and Risk Assessments</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of budget monitoring principles</li> <li>• Ability to handle confidential information and understanding of GDPR</li> <li>• Willingness to learn new skills such as First Aid at Work</li> </ul>
<b>Values and Attitudes</b>	<ul style="list-style-type: none"> <li>• Able to support team, organisation and colleagues</li> <li>• Meet deadlines/commitments</li> <li>• Support for Groundwork's ethos/vision of Changing Places, Changing Lives and commitment to environmental responsibility.</li> <li>• Approaches problems with optimism and a focus on improvement</li> <li>• Attention to detail in delivery and appearance of service</li> <li>• Respect for Health and Safety guidance and protocols</li> </ul>	



## What will we offer you

As a charity, we have a great team of passionate people who are committed to our vision, supporting our local communities and delivering the best outcomes for local people across a large and diverse range of projects. You can learn more about the great work we do by visiting our website

<https://www.groundwork.org.uk/south-and-north-tyneside/>

You'll get;

- Enhanced Pension Scheme
- Excellent holiday entitlement of 25 days, rising to 28 days per annum plus public holidays
- Family friendly policies to support work/life balance and time off in lieu for out of hours work
- Business travel expenses
- Better health at work activities
- Access to a Cycle to Work Scheme
- A commitment to equality, diversity and inclusion which ensures everyone can make best use of their skills, free from discrimination or harassment
- Staff Death in Service scheme
- Friendly, team environment where we support each other to achieve





*Groundwork South and North Tyneside strive to have a diverse and inclusive workforce that is representative of the communities we serve. We want you to be yourself at Groundwork and we value everything that makes you unique. We recognise and celebrate your difference and together we make Groundwork a special and great place to work.*

*Groundwork South and North Tyneside is committed to safeguarding and protecting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.*

## Join Our Team

# Groundwork South and North Tyneside

[www.groundwork.org.uk](http://www.groundwork.org.uk)

