

Role profile

Job title	Visitor Engagement Coordinator
Reporting to	Dundreggan Rewilding Centre Director
Has reporting	n/a
Starting salary	Starting from £29,996
Job type	Permanent full-time 35 hours a week- rota working along with weekends and bank holidays.
Location	Dundreggan Rewilding Centre Glenmoriston Inverness IV63 7YJ

Dundreggan and the Rewilding Centre

Dundreggan is our 10,000-acre estate in Glenmoriston between Loch Ness and Skye. Since 2008, the estate has been transformed by Trees for Life and its volunteers into one of the best examples of forest restoration in Scotland. It includes a ground-breaking tree nursery and is where many volunteers come to take part in rewilding projects.

The Rewilding Centre opened in April 2023 and serves as a gateway to make Dundreggan, and the work being done here, making rewilding more accessible to a broader audience. It operates under the Enterprises arm of Trees for Life and is a commercial business.

The site includes an innovative visitor centre, a café, 40-bed accommodation, events and educational facilities. The Rewilding Centre welcomes visitors of all ages, interests and backgrounds to explore the natural, Gaelic and cultural heritage of the Highlands and be inspired by rewilding initiatives, including the restoration of the Caledonian forest.

Trees for Life

Trees for Life stands at the forefront of rewilding in the Scottish Highlands. Hopeful and bold, we are committed to creating nature-rich landscapes that include and support people. Working on a grand scale, we aim to close the gap between people and nature.

Focusing on Scotland's spectacular Caledonian forest, we foster biodiversity and encourage natural processes essential to life. From the iconic red squirrel to the elusive lynx, we are working to bring more life back to our landscapes.

Rewilding is a shared journey. Together with communities, we are restoring Scotland's natural and cultural heritage while supporting local livelihoods. Join us on this path of hope and positive action. Rewild the Scottish Highlands.

Join the Trees for Life team!

Join our friendly, values-driven team, taking practical steps to rewild the Scottish Highlands. We offer competitive pay and benefits, flexibility, great working culture, and much more. We welcome applicants from all walks of life, with diverse backgrounds, cultures, perspectives, and experiences.

If you require any adjustments during our recruitment process, that would enable you to do as well as possible in the process, please let us know.

Don't meet every single requirement? That's okay. We're committed to building an inclusive team, and we know that skills and experience come in many forms. The right mindset, attitude, and potential to grow are just as important to us as ticking every box. If you're excited about this role, meet the core criteria and feel you can make a meaningful contribution – please apply.



Our values

Our values are at the heart of our mission to rewild the Scottish Highlands, guiding us in everything from the daily rhythms of office life to the development of our landscape-scale initiatives.

We are *Bold*

We are an ambitious charity with a critical purpose. For us, being bold means thinking about landscape restoration on a grand scale, embracing innovative rewilding methods and challenging the status quo. This approach ensures that every step we take is a bold stride toward a revitalised, thriving natural landscape.

We are *Collaborative*

Our approach, deeply rooted in community and collaboration, involves working closely with local communities, conservation groups, landowners, and volunteers. Finding common ground and working together we will initiate positive solutions to the twin climate and biodiversity crises.

We are *Pragmatic*

We embrace pragmatic and sustainable solutions in everything we do. We are always mindful of our duty to our supporters, our volunteers, our staff and above all to Scotland's wild forest. By adopting practical solutions, we safeguard our efforts and ensure a resilient future for our initiatives.

Overall purpose of the job

The Dundreggan Rewilding Centre will welcome an estimated 60,000 visitors each year by 2027, including a mix of day visitors, corporate groups, education groups, special interest groups and overnight guests staying at the on-site accommodation. The Visitor Engagement Coordinator will be part of the team responsible for leading those visitors on an immersive journey through Dundreggan, and often the first face visitors see on arrival.

The overall purpose of the role is to support the increase of visitor numbers, providing visitors with a high quality and memorable experiences. The role will be responsible for development and delivery of a targeted, market-led product range generating revenue while providing outstanding customer experience and encouraging repeat business. You will be responsible for creating the visitor journey from point of contact through visit and follow-up. This will include creating engaging content and sharing it across our social media channels; meeting and greeting visitors to help them plan their visit with a view to maximising sales of our tours and activities; managing stock/display and driving sales of our local and ethical gift range; encouraging visitors to become regular donors to Trees for Life.

The role will be accountable for: developing and promoting a distinctive range of products for key market sectors and overseeing the internal processes necessary to deliver these ensuring a high quality, memorable visitor experience.

Key liaisons

The role will be managed by the Rewilding Centre Director, work closely with both the Visitor Experience & Operations Supervisor and Events & Experiences Guide and have strong relationships with the operations and hospitality teams, especially the Operations Manager and Business Operations Coordinator. The Trees for Life marketing and fundraising team will be important to liaise with, while developing relationships and rapport with contractors who provide bespoke visitor experiences will be vital.

Key responsibilities

- Work closely with the on-site team, external agencies, suppliers and partners, to ensure high-quality visitor experience and to maximize sales opportunities
- Develop, in collaboration with VE and Operations teams, new products- activities, events, attractions and programmes that are market-led, data driven and commercially appealing to target audiences
- Monitor customer and market trends to inform future strategies and identify new opportunities for visitor engagement
- Contribute to the development of the Centre's marketing strategy, identifying appropriate distribution channels for products
- Coordinate the delivery of visitor products and their marketing strategy:

- Create and manage compelling content for social media, website, paid advertising across multiple channels
- Create or source marketing materials such as ads, brochures, posters and sales collateral
- Ensure photography is current by delegating or contracting photography duties based on programme of events and activities
- Maintain a database of marketing materials, including photography, suppliers and contacts
- Collaborate with the Trees for Life marketing team to coordinate cross-platform sharing for maximum impact
- Work with Trees for Life fundraising team to develop visitor journeys that encourage long term support for rewilding, ensuring on-site donation asks are consistent, appropriate and well-integrated into the journey
- Provide visitor insights and feedback to inform broader organisational marketing and fundraising strategies
- Maintain the booking/ticketing system and website with latest activities, events, pricing, etc., with support from the Business Operations Coordinator
- Oversee the welcome area, either covering or arranging for cover during all business hours
- Occasional delivery of visitor experience, serving as a guide or lead for any number of activities within the visitor programme
- Work with clients/visitors to understand their needs and help plan and execute experiences for them, in collaboration with VE Supervisor and Events & Experience Guide
- Build relationships and liaise with external suppliers and partners who can help deliver unique and profitable guest experiences
- Collect and analyse visitor feedback and provide recommendations to ensure objectives are being met and guest experience continually improved

Person specification

The successful candidate for the role will be able to demonstrate:

- **Business Acumen:** ability to identify opportunities for generating revenue- an entrepreneurial outlook
- **Relevant Industry Background:** proven experience engaging with customers within the travel, tourism or visitor attraction sector(s)
- **Communication Skills:** strong copywriting, content creation, social media and digital marketing skills are essential
- **Relationship Building:** excellent interpersonal skills to build strong relationships with internal teams, suppliers/partners and the public
- **Analysis:** ability to use data to understand customers and measure marketing effectiveness
- **Creative and Strategic Thinking** ability to brainstorm innovative engagement ideas and deliver solutions that meet business objectives
- **Attention to Detail:** when coordinating projects, creating materials and ensuring consistency across branding, messaging and visitor engagement.

Knowledge and experience

Essential:

- Degree or equivalent experience in tourism and/or events management
- Proven track record of delivering successful events and/or engagement campaigns for events and/or products
- Excellent knowledge of website and social media supervision
- Proficiency in Google and Microsoft software applications
- Ability to learn new software quickly

Desirable:

- Sales or sales support experience in an attraction or events environment
- Experience delivering and helping to develop strategic marketing plans for products and experiences
- Website and social media analytics knowledge
- Gaelic speaker

Personal attributes

- Proactive and self-motivated approach to getting work done
- Comfortable with a degree of autonomy in their role
- Problem solver and strategic thinker
- Reliable
- Positive attitude
- Committed to the ethos and values of Trees for Life

Skills and competencies

- Excellent communication skills to enable effective dialogue with visitors and colleagues
- Knowledge of marketing trends and best practices within the tourism or events industries
- Familiarity or proficiency in software and tools (e.g. CRM systems, social media management platforms) and/or event management software (booking, ticketing, EPOS)
- High level of organisation
- Ability to prioritise workload and adapt to the dynamic needs of a tourism business
- Calmness under pressure, able to perform well and remain professional
- Enthusiastic, with a willingness to learn new skills and a commitment to continuous personal development
- Ability to work within a team or independently, depending on business needs
- Flexibility to adhere to varied working patterns as needed

Working conditions and special demands

- The role will require rota working along with weekends and bank holidays.
- Due to the location of the Rewilding Centre, a full and valid driving licence is essential.
- Due to the nature and seasonality of the business, most annual leave may need to be taken in the quieter times during the year.