



Customer Services Manager

Recruitment Pack



Buxton Civic Association
buxtoncivicasociation.org.uk

About us

Who we are

Buxton Civic Association (BCA) is a registered charity dedicated to preserving and enhancing the rich architectural, historical, and natural heritage of Buxton. As stewards of the town's legacy, BCA owns and manages over 160 acres of mature woodlands including Grin Low Wood (Buxton Country Park). These provide treasured green spaces for education, recreation, and community wellbeing. We are passionate advocates for conservation and sustainability, campaigning and educating, collaborating with many partners to ensure Buxton's unique character and its built and natural environment are celebrated and protected for future generations.

Uniquely, for a Civic Trust, BCA owns and operates Poole's Cavern, a two-million-year-old natural wonder and Buxton's most popular paid visitor attraction. With over 50,000 visitors each year, the cavern and its surrounding country park offer an immersive experience that connects people with nature, geology, and history.

We are ambitious and continually evolving, committed to enhancing our visitor journey through innovative storytelling, improved facilities, and the development of new, enriching experiences.

Revenues from Poole's Cavern directly support our conservation work, enabling us to safeguard Buxton's heritage while offering memorable, high-quality engagement for all who visit.

Purpose

To conserve and enhance the historical and environmental heritage of Buxton and the surrounding area for the benefit of the residents and visitors.

In Development

Committed to developing Poole's Cavern to be a leading regional visitor attraction with international connections, facilitating the growth of BCA's influence within the town.



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About us

Our Mission

We celebrate the natural and human heritage of Buxton including its outstanding buildings and wildlife. We conserve and enhance this heritage and advocate for its importance in making Buxton a special place to live or to visit.

- We own and manage important heritage sites for conservation and public benefit including Poole's Cavern and Buxton Country Park (Grin Low Woods, Site of Special Scientific Interest with its important wildflower grasslands and archaeological sites) and nine other woodlands that encircle the town.
- We create opportunities for recreation, research, learning, contact with nature, well-being, exercise and social interactions that are vital to our local communities.
- We manage Poole's Cavern as the leading visitor attraction in Buxton and the British Cave Research Centre.
- We vet and comment on all important planning applications and strategic plans in the town, seeking to improve development work wherever possible.
- We seek to educate others about the importance of Buxton's heritage.
- We work with other community and civic groups to influence the local councils on environmental and heritage issues.
- We encourage landowners to care for our heritage and tidy up and improve eyesores in the town.
- We support the arts in celebrating the special environment of Buxton.
- We are campaigners and influencers, speaking out on our areas of expertise and interest.

We are a registered charity (*charity number 258163*) and membership organisation. We offer members and volunteers opportunities to support our mission.



Governance and Leadership

Buxton Civic Association is governed by a committed board of volunteer trustees who generously contribute their time, expertise, and passion. While much of their work takes place behind the scenes, their role is central to the strategic direction and success of the organisation. With a shared vision for protecting and enhancing Buxton's built and natural environment, the trustees provide invaluable guidance and oversight, driven by a deep commitment to making the town a better place to live, work, and visit.

In early 2023, the board appointed BCA's first Chief Executive Officer, Dave Green. Dave brought with him a wealth of experience from the heritage and conservation sectors, having previously served as CEO of the Florence Nightingale Museum Trust, and held roles with the National Trust, Wildfowl & Wetlands Trust, and various local authorities.

Passionate about making heritage inclusive and accessible, Dave is equally focused on ensuring its economic and social value to the local community. Since his appointment, he has played a transformative role—securing significant funding, driving organisational change, and laying strong foundations for BCA's future growth, resilience, and impact.

I volunteer for BCA because I care about Buxton and it's where I have raised my family for over 35 years. I like supporting a local charity that allows free access to its green spaces and magnificent woodland estate for everyone to enjoy. I'm also proud that BCA is an important employer in the area where everyone involved works hard to create a healthy and inclusive workplace in a beautiful vibrant community.

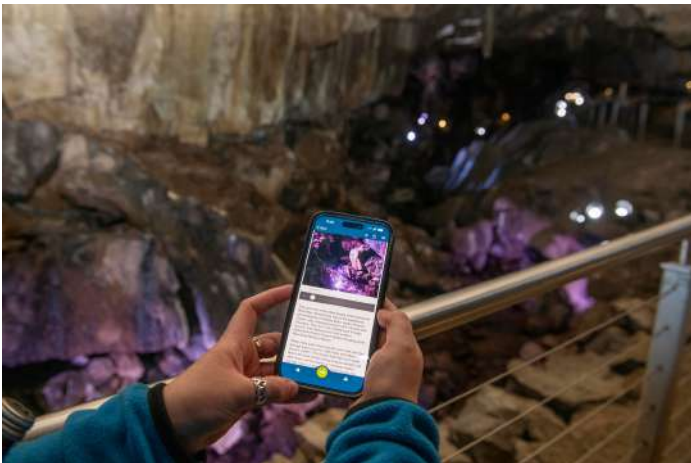
Mike Wilde



Recent and future developments

At the beginning of 2024, Buxton Civic Association was awarded £249,990 from The National Lottery Heritage Fund's *Resilience and Recovery* programme. This vital investment marked the start of our preparations for BCA's Diamond Anniversary in 2027. The funding has strengthened our core activities—enhancing visitor experiences, growing our volunteering and membership programmes, and deepening public engagement and community participation. Running through to April 2026, the project also allowed us to evaluate and improve our digital presence, marketing strategies, governance structures, and retail operations. As part of this initiative, we welcomed two new full-time team members: a Membership and Marketing Officer and a Volunteering Development Manager.

We will be submitting a new application to the NLHF for further funding in autumn 2026.



Other exciting developments include:

- Launch of the Poole's Cavern audio tour with accompanying app. Future tours to be added on and offsite.
- Launch of Thomas's Trail, a new woodland trail featuring animals of Buxton, past and present.
- New cave and site interpretation and signage.
- Completed renovation of the former Custodian's Lodge to create essential office space, a kitchen, and a dedicated meeting room.
- Creation of a high-quality souvenir guide.
- Catering Concession now operated by Blueberry.
- Recently launched new website - with further enhancements planned.
- New and refreshed branding and signage.
- Redevelopment of our exhibition area with a focus on cave science.
- Pursuing ambitious visitor experience innovations and commercial ventures,
- We are continually looking to expand our portfolio with assets that preserve, enhance, and celebrate Buxton's unique heritage and environment.
- We are planning the demolition and redevelopment of our current visitor centre. This ambitious project will significantly improve the visitor experience and strengthen our long-term commercial sustainability—ensuring that Poole's Cavern and Buxton Country Park remain vibrant, accessible, and engaging destinations for years to come.

Buxton

Buxton, a charming spa town nestled in the heart of the Peak District in Derbyshire, has long been celebrated for its stunning natural beauty and rich history. Known for its Georgian and Victorian architecture, including the iconic Crescent and the Buxton Opera House, the town offers a unique blend of cultural heritage and picturesque landscapes. Its thermal springs, once a major draw for visitors seeking health and relaxation, continue to be a focal point of the town's identity. Buxton's proximity to the Peak District National Park makes it a popular destination for outdoor enthusiasts, with numerous hiking trails and scenic spots to explore.

In 2024, Buxton was named one of the best places to live in the UK by the Sunday Times Best Places to Live guide, which praised it as a "cultural powerhouse." This recognition highlighted the town's vibrant arts scene, including its renowned festivals, galleries, and theatres that contribute to a lively community spirit. The guide also emphasised Buxton's excellent quality of life, combining the charm of a small town with the cultural amenities typically found in larger cities. With its thriving cultural scene, historical charm, and stunning natural surroundings, Buxton continues to be a sought-after location for those seeking both beauty and culture.

Buxton Civic Association is the leading environmental charity campaigning and working for the conservation and enhancement of the built and natural environments and heritage of Buxton. We are a voice for wildlife, heritage and the environment in Buxton. We responsibly manage natural and built heritage sites for the public benefit. We actively campaign, persuade, promote and educate. BCA cares about Buxton.





What we offer



Annual leave

30 days holiday (inclusive of bank/public holidays) pro rata.



Pension

All staff are enrolled onto the BCA's 3% employer pension scheme.



Continued professional development

A range of external and internal Training and Development opportunities.



Performance related pay

We are an employer who believes in rewarding hard work and acknowledging results.



Hybrid working

This role is **site based**, home-working only realistic and available on task-specific occasions approved by Head of Operations or CEO.



Employee Assistance Programme

The Employee Assistance Programme by Health Assured offers employees a safe space to discuss any of their personal or professional challenges.



We Pledge

We are about to launch We Pledge, a Derbyshire County Council scheme within BCA that provides employees and volunteers access to a range of mental health focused resources, classes and training.



Uniform

Uniform for events and promotional activities.



Working Environment

We are lucky to be based in a beautiful location. 15 mins walk from the town centre and with Grin Low woods on our doorstep and surrounded by greenery.



Free Parking

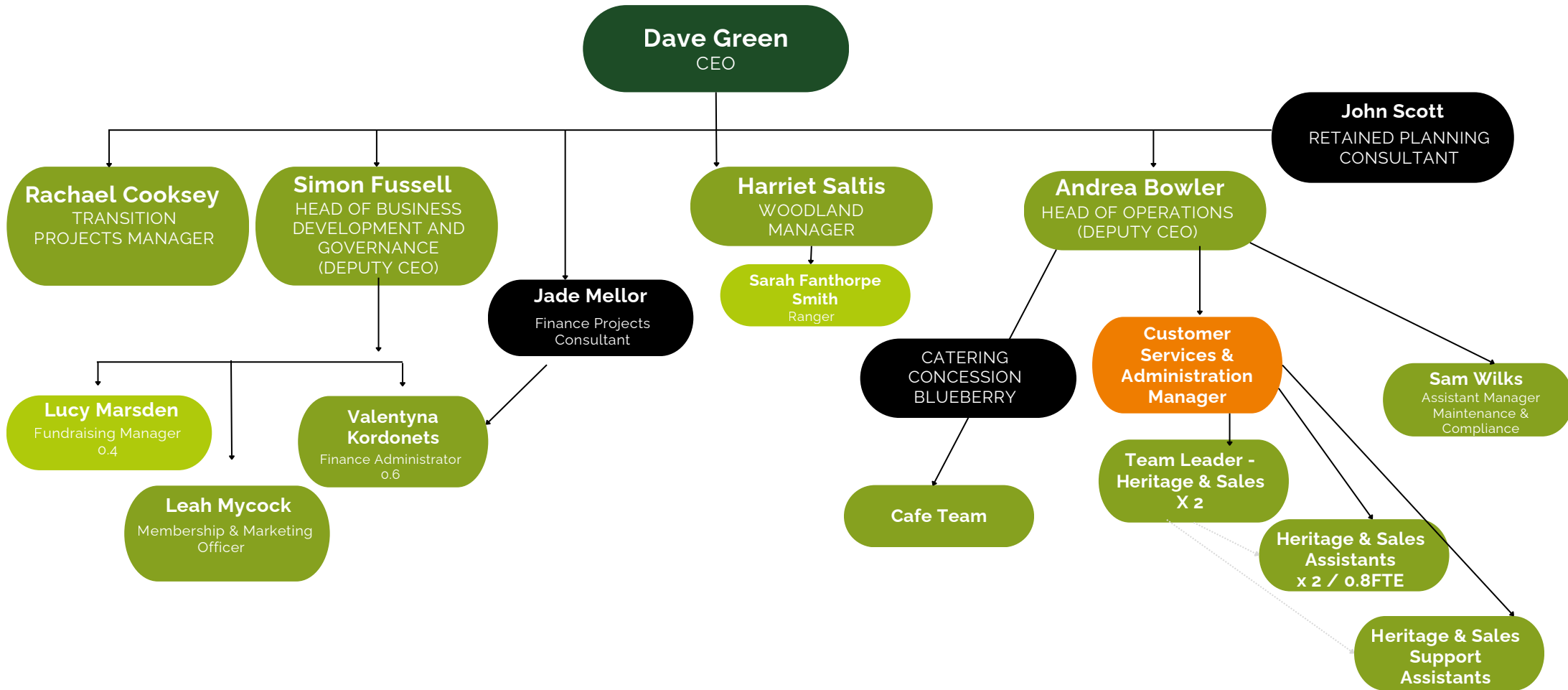
All staff are eligible for a free parking pass for our onsite car park.



Staff Discount

We offer 15% discount to all employees in relation retail products.

Organisational Structure (Proposed)





Job description

Job Title: Customer Services & Administration Manager

Numbers and grades of any staff managed by the post holder: The post-holder will have line management responsibilities for the Heritage & Sales team and volunteers; they will work closely with the Assistant Manager – Maintenance and Compliance. The post-holder will also work to develop volunteering opportunities to support the efforts of the staff team and the goals of BCA.

Post holder's immediate supervisor: This position will be managed by the Head of Operations.

Hours: Paid 7 hours 30 minutes per day.

Hours of work: This post offers some flexibility with working hours. A standard day would be between 9.00 – 5.30pm with an unpaid lunchbreak of 30 minutes. Working patterns will include some weekends to cover duty management responsibilities, which are core to the success of the role.

Place of work: BCA estate, although from time to time you may be asked to support activities and events at other venues around Buxton and the Peak District

Salary: Circa £32,000 - £35,000 per annum, dependent on experience. Paid monthly on a salary basis.

Terms of appointment: Full time, Permanent

1 Job purpose

The Customer Services & Administration Manager is responsible for delivering and continually improving the visitor experience at Poole's Cavern while ensuring the Visitor Centre operates safely, efficiently, and commercially in line with the charity's ethos and values.

This senior role combines team leadership with operational, administrative, and commercial responsibilities. The post holder will deputise for the Head of Operations and regularly act as Duty Manager, overseeing the safe and effective day-to-day running of the site.

The role leads the Heritage and Sales team and volunteers managing key operational functions including driving sales, visitor communications, group and



school bookings, volunteer coordination, stock and systems management, and operational administration.

As a key contact for visitors, schools, groups, and partners, the Customer Services & Administration Manager ensures enquiries are handled efficiently and professionally, supporting visitor satisfaction and income generation. Using visitor feedback and performance data, the role drives service improvements and supports sustainable growth.

The scope of the role will evolve to meet the changing needs and priorities of the organisation.

2. Principal Duties and Responsibilities

Leadership & Team Management

- Lead and manage and motivate your team of staff and volunteers driving a strong commercial mindset, embedding a proactive approach to income generation, upselling, and achieving sales targets across all visitor touchpoints.
- Be responsible for proactive recruitment, induction, training, and development of staff and volunteers.
- Deputise for the Head of Operations in their absence.

Operations & Duty Management

- Act as cover Duty Manager responsible for the safe and effective daily operation of the site.
- Oversee opening/closing procedures, staffing rotas, and staff deployment.
- Respond to incidents, emergencies, and visitor issues.
- Maintain high standards of presentation and front-of-house operations.

Visitor Experience

- Accountable for driving income generation across admissions, retail, tours, and events, by identifying and developing opportunities to increase sales, setting and monitoring targets, and ensuring all visitor-facing activities maximise revenue.
- Be responsible for a welcoming, engaging, and high-quality visitor experience. Support initiatives that improve engagement, accessibility, and inclusion.



- Demonstrate empathetic leadership in shaping the visitor experience, ensuring the sensitive and responsible management of heritage collections and conservation.
- Be responsible for monitoring active feedback, complaints, and visitor data to drive continuous improvement.
- Manage and coordinate visitor, school, group, and partner enquiries, bookings and payments are handled promptly and professionally, taking a proactive approach to sales.

Commercial & Administrative Responsibilities

- Administrative lead for the visitor centre and providing support to other senior managers as required. Implement and maintain accurate administrative systems to ensure efficiency and effectiveness of the operation.
- Monitor KPIs and contribute to reporting and planning, recommending action where targets are not being met.
- Oversee retail stock ordering, pricing, and inventory control. Identify opportunities to increase visitor spend and improve performance and set targets.
- Ensure effective use of systems including Merlin, Digitickets, BetterImpact and Beyonk.
- Coordinate the delivery of internal and external events with colleagues and partners.

Compliance & General Responsibilities

- Ensure operations reflect BCA's values, policies, and commitment to accessibility and inclusion.
- Support audits, inspections, and reporting requirements ensuring accuracy.
- Represent BCA professionally and undertake other duties appropriate to the role, recognising that the scope of the position will adapt and evolve in response to organisational needs.



Person specification

Job title: Customer Services & Administration Manager

Areas of responsibility/ requirements	Requirements	Measurement				
		P	A	T	I	D
Qualifications & Knowledge	<p><i>Essential:</i></p> <ul style="list-style-type: none"> Understanding of income generation and achieving commercial targets within a visitor-focused organisation. Good standard of general education. Understanding of customer service excellence within a visitor attraction, heritage, tourism, or hospitality environment. Knowledge of health and safety responsibilities in a public-facing setting. 		X	X	X	
	<p><i>Desirable:</i></p> <ul style="list-style-type: none"> Qualification in tourism, hospitality, heritage management, business administration, or a related field. Knowledge of heritage, cultural, or charitable sector operations. Familiarity with ticketing, EPOS, or visitor management systems. Knowledge of Safeguarding, Data Protection, and handling confidentiality. 		X		X	
Skills	<p><i>Essential:</i></p> <ul style="list-style-type: none"> Commercial awareness and the ability to support the achievement of income and sales targets. Strong leadership and team management skills. 		X	X	X	
			X	X	X	



	<ul style="list-style-type: none"> • Excellent customer service and communication skills (written, verbal, and face-to-face). • Ability to manage competing priorities and maintain high operational standards. • Strong organisational and administrative skills with attention to detail. • Ability to analyse feedback and performance data to improve services. • Competent use of IT systems including booking, ticketing, and administrative software. • <p>Desirable:</p> <ul style="list-style-type: none"> • Experience using booking, ticketing, or EPOS systems such as Merlin, Digitickets, or Beyonk. • Experience coordinating events, visitor activities, or group bookings. • Social media or marketing coordination skills. 		X	X	X	
Experience	<p><i>Essential:</i></p> <ul style="list-style-type: none"> • Experience contributing to income generation, sales performance, or commercial targets. • Experience working in a customer-facing role within visitor services, hospitality, tourism, retail, or a similar environment. • Experience of effectively managing staff and/or volunteers. • Experience handling customer enquiries, complaints, and service issues professionally. • Experience supporting operational delivery in a busy public-facing environment. <p><i>Desirable:</i></p>		X	X	X	



	<ul style="list-style-type: none"> • Experience coordinating group visits, schools, or events. • Experience supporting operational reporting or performance monitoring. 		X		X	
			X		X	
Personal Attributes	<p><i>Essential:</i></p> <ul style="list-style-type: none"> • A proactive and solutions-focused approach to work. • Resilient and calm under pressure in a busy visitor environment. • Agile and dynamic, with the ability to adapt to changing organisational needs and priorities. • Strong commitment to excellent visitor experiences and customer care. • Positive leadership style that motivates and supports staff and volunteers. • High level of professionalism, integrity, and reliability. • Ability to work flexibly, including weekends and school holidays as required. • Acts in a way that reflects and supports the values, mission, and charitable ethos of Buxton Civic Association (BCA). <p><i>Desirable:</i></p> <ul style="list-style-type: none"> • Interest in heritage, tourism, or the natural environment. • Enthusiasm for community engagement and charitable values. 			X	X	
				X	X	
					X	
			X		X	
				X	X	
			X		X	
				X	X	
			X		X	
			X		X	
P: Pre-application evidence A: Application T: Test I: Interview D: Documentary						

Prepared by/author: Andrea Bowler **Date:** March 2026
Job title: Head of Operations

How to apply and next steps

The closing date for applications is: 12 Noon Friday 22 May.

Please submit your CV and covering letter (maximum of two pages) to recruitment@buxtoncivicasociation.org.uk

Please tell us why you think you are the right person for this role and why you think we are the right organisation for you. Please use your covering letter to let us know how you meet the essential knowledge, skills and experience we've outlined in our pack, supported by your CV.

BCA recognises the positive value of diversity, promoting equality and challenging discrimination. We welcome and encourage job applications from people of all backgrounds and aim to be an organisation that reflects our audiences and communities.

Interviews

Interviews will take place in person in Buxton during the week of the 1 June.

Please state on your covering letter any dates during this period you are not available. We will try to consider your availability, but this can not be guaranteed.

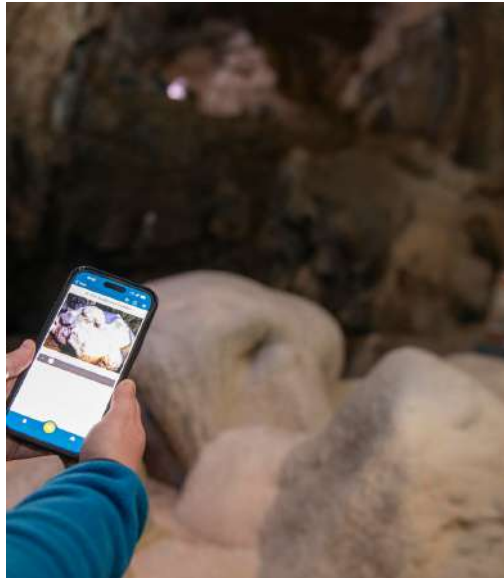
The interview process will include:

- Panel Interview
- Presentation
- Desk based exercise
- Opportunity to meet some of our staff.

Access and Reasonable Adjustments

If you require any access support during the application and interview process, please let us know. Please contact recruitment@buxtoncivicasociation.org.uk and we will make the appropriate arrangements.





Buxton Civic Association is a registered Charity (Reg No.258163). You can access our Charity Commission record and read our annual accounts by visiting the Charity Commission website.

