



Heritage & Sales Assistant 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.

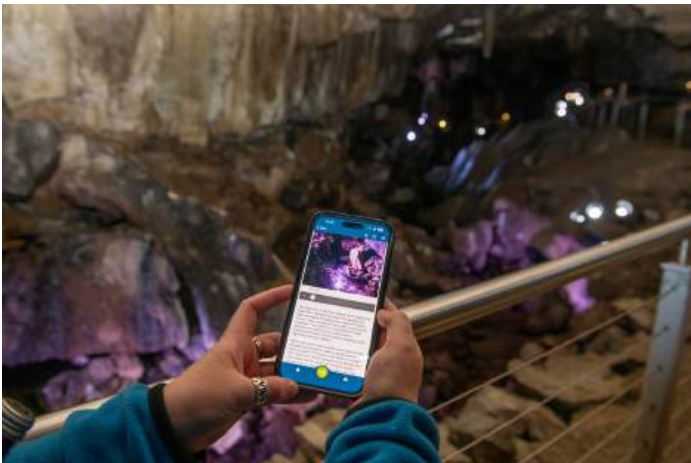
Mike Wilde



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.







Job description

Job Title: Heritage & Sales Assistant

Numbers and grades of any staff managed by the post holder: The post-holder will have no direct line-management responsibility but will support volunteers, under the guidance of the Customer Services & Administration Manager and Head of Operations.

Post holder's immediate supervisor: This position will be directly managed by the Customer Services & Administration Manager and supervised by the Heritage & Sales Team Leaders and Assistant Manager – Maintenance & Compliance.

Hours: Paid 7 hours 30 minutes per day.

Hours of work: A standard day would be between 9.00 – 5.30pm with an unpaid lunchbreak of 30 minutes. Working patterns will include weekends and school holidays.

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: £26,000 pro rata, dependent on experience. Paid monthly on a salary basis.

Terms of appointment: Part time (4 days a week) Permanent

1 Job purpose

The Heritage & Sales Assistant is a frontline, customer-facing role delivering high-quality visitor experiences. The post holder provides excellent customer service, supports daily Visitor Centre and BCA operations, and contributes to heritage interpretation, conservation activity, and site care.

Sales and customer service is the core focus of the role. The post holder ensures they maximise income generation whilst ensuring visitors feel welcomed, informed, and supported throughout their visit, maintaining high standards of presentation, safety, and professionalism.

The role also assists with conservation and maintenance activity within the cave and across the wider site under the direction of the Assistant Manager – Maintenance & Compliance, and supports work with heritage collections.



Through strong visitor engagement, operational support, and heritage protection, the Heritage & Sales Assistant contributes to visitor satisfaction, income generation, and the long-term sustainability of Poole's Cavern and Buxton Civic Association (BCA).

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

2. Principal Duties and Responsibilities

Customer Service & Visitor Experience

- Achieve income generation and sales targets by actively promoting products, experiences, gift aid and donations, taking every opportunity to upsell and cross-sell to maximise revenue across visitor services.
- Actively contribute to day-to-day sales performance by working positively towards targets, maintaining high standards of customer service and visitor engagement, and supporting colleagues and volunteers to identify and make the most of sales opportunities.
- Provide a warm and professional welcome to visitors, acting as a visible and approachable presence, encouraging return visits and assist with visitor feedback collection.
- Responsible for accurate admissions and retail transactions, proactively assist with stock presentation, pricing, and restocking.
- Promote tours, retail products, and additional experiences and positively contribute to achieving sales and income targets.
- Provide operational and visitor engagement support at events.

Heritage & Conservation

- Accountable for cave conservation activity under the direction of the Assistant Manager – Maintenance & Compliance.
- Competently work with heritage and natural history collections. Handle collections and heritage materials in line with conservation standards.
- Contribute to protecting the heritage value of all of BCA's assets.

Site Care, Maintenance & Operations

- Undertake routine maintenance across all of BCA's assets. Monitor site presentation and report issues promptly.



- Undertake site inspections and compliance checks. Record and report maintenance, conservation, and compliance activity.
- Undertake operational cleaning of the BCA estate.
- Work closely with volunteers and assist with CCTV monitoring as part of site safety procedures.

Digital Interpretation, Tours & Engagement

- Proactively assist visitors with the visitor app and digital interpretation tools.
- Deliver guided tours of Poole's Cavern. Provide clear and accurate heritage interpretation
- Lead school visits, group visits, and learning activities.
- Lead woodland walks and outdoor interpretation in Grin Low Woods and the wider BCA assets.
- Provide operational and visitor engagement support at events.
- Represent BCA professionally at all times.



Person specification

Job title: Heritage & Sales Assistant

Areas of responsibility/ requirements	Requirements	Measurement				
		P	A	T	I	D
Qualifications & Knowledge	<i>Essential:</i> <ul style="list-style-type: none"> Ability to contribute to sales and income targets by actively promoting products, experiences, and donations, including taking opportunities to upsell and cross-sell within a visitor-facing environment. Good general education (GCSE level or equivalent). Basic understanding of customer service principles. Interest in heritage, conservation, visitor attractions, or tourism. 		X		X	
			X		X	
			X		X	
			X		X	
	<i>Desirable:</i> <ul style="list-style-type: none"> Qualification in heritage, tourism, visitor services, environmental studies, or a related field. Knowledge of heritage interpretation or museum/collection handling. Awareness of health and safety practices within visitor attractions or outdoor environments. 		X		X	
			X		X	
		X		X		
Skills	<i>Essential:</i> <ul style="list-style-type: none"> Confidence to engage visitors, promote products and experiences, and identify opportunities to upsell and cross-sell to support income generation. Strong customer service and interpersonal skills. 		X		X	
			X		X	

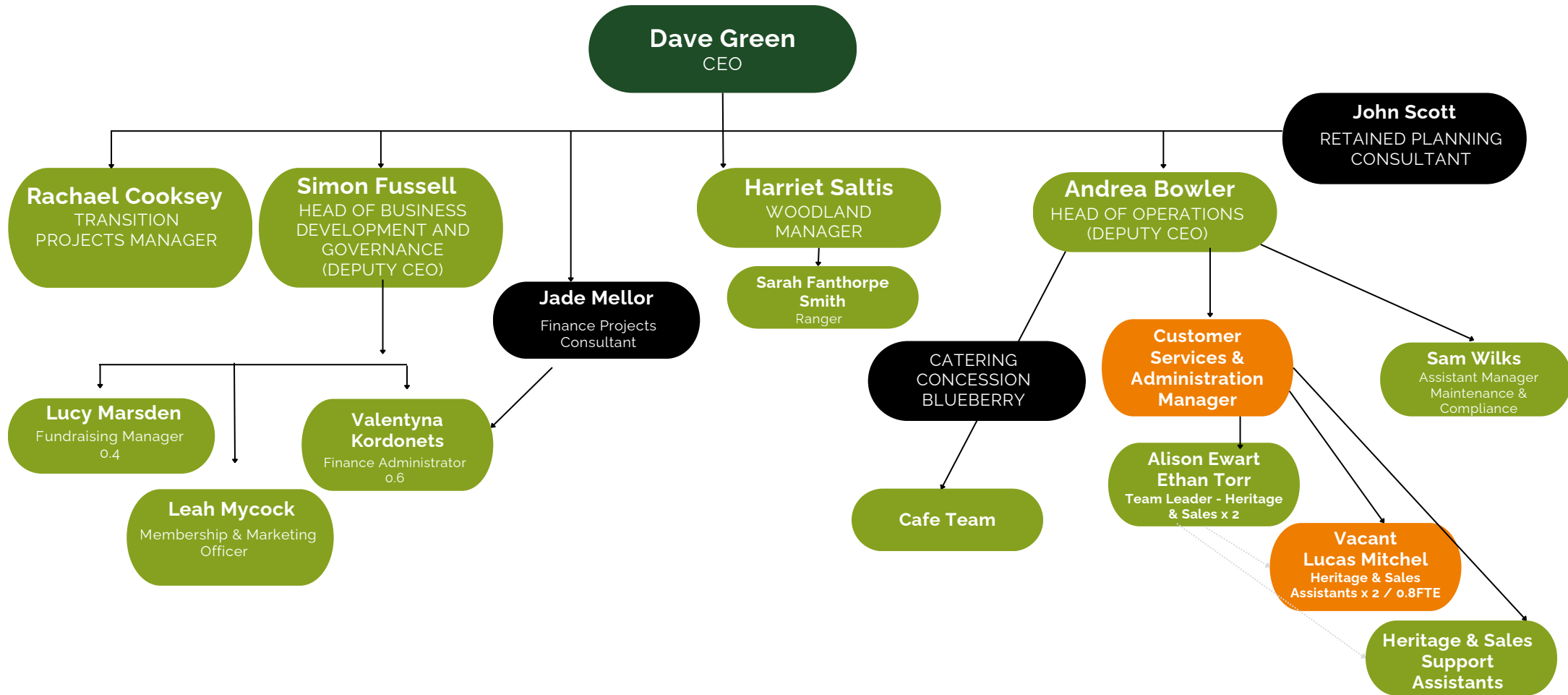
	<ul style="list-style-type: none"> • Clear verbal communication and confidence engaging with the public. • Ability to work as part of a team and support volunteers. • Good organisational skills and ability to prioritise tasks. • Ability to follow procedures and maintain safety standards. • Good IT and digital literacy (e.g. booking systems, visitor apps, or POS systems). <p>Desirable:</p> <ul style="list-style-type: none"> • Experience delivering guided tours or public engagement activities. • Retail or sales skills within a visitor attraction environment. • Ability to support interpretation, storytelling, or educational engagement. 		X	X	X	
			X		X	
			X		X	
			X		X	
			X	X	X	
			X	X	X	
			X	X	X	
Experience	<p><i>Essential:</i></p> <ul style="list-style-type: none"> • Experience supporting retail sales or achieving income targets. • Experience working in a customer-facing role within visitor services, hospitality, tourism, retail, or a similar environment. • Experience contributing positively within a team environment. <p><i>Desirable:</i></p> <ul style="list-style-type: none"> • Experience within a heritage site, museum, visitor attraction, tourism setting, or outdoor environment. • Experience working with volunteers, community groups, or schools. 		X		X	
			X		X	
			X		X	
			X		X	
			X		X	
Personal Attributes	<p><i>Essential:</i></p> <ul style="list-style-type: none"> • Positive attitude towards achieving income and commercial targets. 		X		X	



	<ul style="list-style-type: none"> • Friendly, approachable, and professional manner with visitors. • Resilient and able to remain calm under pressure in busy environments. • Agile and dynamic approach to responding to changing operational needs. • Strong work ethic and reliability with a willingness to take initiative. • Willingness to undertake a wide range of duties including outdoor work, cleaning, and maintenance tasks. • Commitment to delivering excellent visitor experiences. • Ability and willingness 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"> • Enthusiasm for local heritage, nature, and storytelling. • Interest in conservation and protecting heritage environments. 		<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>		<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	
<p>P: Pre-application evidence A: Application T: Test I: Interview D: Documentary</p>						

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

Organisational Structure May 2026



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

We are committed to investing in our people and supporting their development through relevant in-house learning opportunities and external training programmes.



Performance related pay

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



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

Branded polo shirts, fleeces, hats and jackets are provided for this role.



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 and cafe.

How to apply and next steps

The closing date for applications is: 12 Noon Friday 29th 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 1st 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.
- Practical 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.



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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.

