

Volunteer Role Description

Role: Visitor Survey Volunteer

Westonbirt's world renowned tree collection attracts over 400,000 visitors a year. This role is designed to help us to understand our visitors and market better.

We are looking to recruit a team of survey volunteers to help us to find out more about our visitors and their experience and the impact of our community and youth programmes.

Application closing date: Ongoing

Initial training dates: date to be arranged

Tasks involved

- Engaging with day visitors or members to get feedback / carry out surveys
- Observing visitors and recording visitor journey
- Observing community groups, engaging with participants for questionnaires
- Lead on administration and organisation of focus groups
- Carrying out exit surveys with visitors
- Setting up online surveys
- Transcription of focus groups and other qualitative content
- Data entry

Essential skills & qualities

We are looking for volunteers with excellent people skills, a warm, calm and positive approach, and the ability to remain focused and unbiased. We need you to be reliable, discrete, have good attention to detail and computer literacy.

Desirable skills & qualities

Proficient knowledge of the Microsoft package, especially Word and Excel. Other packages such as Survey Monkey may be used to collect data. Training will be provided.

Welfare

Surveys/observations will take place in all weathers, often at the Welcome Building as well as out in the open in other areas of the arboretum; we recommend wearing suitable clothing dependent on weather conditions.

An on-site radio is carried for communication. A contribution to mileage expenses may be claimed.

Commitment & frequency of activity

We anticipate doing regular surveys throughout the year. Frequency is unconfirmed as yet and will depend on our business need. Volunteers will need to exercise relative flexibility with availability.

Training required

Training will be provided.

All volunteers will need to undergo an enhanced disclosure.

www.forestry.gov.uk/westonbirt-volunteering