



National Memorial Arboretum

Role Description: Welcome Desk Volunteer

What is the National Memorial Arboretum?

The National Memorial Arboretum in Staffordshire is the UK's year-round Centre for Remembrance; it is a place which helps people to reflect and to be inspired, a place where they can celebrate lives lived and commemorate lives lost in service. Located in the heart of the country, in the National Forest, with approximately 25,000 maturing trees and over 400 memorials across a 150-acre site, the Arboretum is a beautiful and lasting tribute to those who have served, suffered, and sacrificed on behalf of the Nation.

Welcome Desk Volunteer Role Overview

Welcome Desk volunteers provide world class customer service to our visitors, welcoming them on arrival, making them aware of the different ways of exploring the Arboretum and taking donations and payment for car parking, tours and other products. They:

- Provide support to the team of Visitor Service Assistants.
- Offer a friendly welcome to visitors and provide them with relevant information, including details of land train, mobility scooters, guided tours, guidebooks, maps and other activities.
- Efficiently process visitor transactions by cash or card through the till.
- Are passionate about the National Memorial Arboretum and have good knowledge about the site, including main points of interest and memorial locations.
- Will support events, working with the Events Team, ensuring attendees receive relevant information.
- May be required to support with Meeting and Greeting visitors, including welcoming groups arriving by coach.



Who will this role suit?

Individuals who are:

- Keen to engage with visitors and provide a welcome to the Arboretum
- Good communicators and display excellent interpersonal skills
- Able to use their judgement to engage with visitors, sometimes in difficult or sensitive situations
- Committed to acting in line with the Royal British Legion's policies and procedures, including those related to data protection, confidentiality, safeguarding, health and safety, equality, and diversity
- Willing and able to give a regular commitment of time
- Interested in learning about the Arboretum, including details of the site, memorials and nature
- Able to act as excellent ambassadors for the National Memorial Arboretum
- Sympathetic to, and will adopt, the values of the Royal British Legion and the National Memorial Arboretum

What will you be doing whilst on duty?

- You will become part of the wider National Memorial Arboretum team and work closely with Welcome Desk colleagues to offer a warm, friendly welcome to visitors.
- Sensitively engage with visitors, recognising that each visitor's motivations and needs are different.
- Offer information and opportunities to visitors to help them get the most out of their visit, such as details of the land train, tours, talks and activities, along with directions to key points.
- Process payments and donations by cash or card through the till in a secure, discreet and accurate manner.
- Promote and maximise Gift Aid donations.
- Upsell visitor experiences and product offerings.
- Support events and seasonal initiatives that help visitors engage with the National Memorial Arboretum, such as trails for children or seasonal crafts.
- Use a radio confidently to communicate with other staff and volunteers.
- Direct visitors during emergency evacuations.
- Support visitors with use of the orientation screens in the Remembrance Centre, helping them to find information on tree and memorial locations.
- Assist in the issuing of mobility scooters and wheelchairs to visitors.



- Work closely with Visitor Service Assistants to provide the very best visitor experience.

What support will be available to you?

- A structured training and induction pack, to guide your development and build confidence in relevant knowledge.
- One to one training on use of the tills and dealing with transactions.
- Continuous support from your line manager.
- Day to day support from Visitor Service Assistants and wider volunteer teams.
- A volunteer agreement that outlines both our expectations of you and what you can expect from us.

Key Information

- Shift times are 9.30am – 4.00pm during summer trading hours and 9.30am – 3pm during Winter trading hours.
- We ask for a regular weekly time commitment (e.g. one day per week).
- Travel expenses between home and the Arboretum may be claimed at a rate of 45p per mile, up to a maximum of 60 miles per day). These will be paid by BACS monthly.
- Must be over 16 years of age.
- Volunteering agreement will begin upon receiving two satisfactory references.

What is in it for you?

- Interesting and rewarding duties
- Meet new people and make new friends
- Training relevant to your role
- 50% off in The Restaurant on food cooked on site whilst on volunteering duty
- 20% in the retail shop whilst on duty
- Mileage expenses
- Long service awards
- Team events and socials
- Free car parking, when on or off duty
- Free uniform, including name badge, car parking pass and access card/ lanyard



- Weekly newsletter 'Newsleaf'
- Access to our volunteer system Better Impact to be completely in control of your own time

Does the following describe you?

- Passionate about helping visitors; eager to share knowledge to help others
- Enjoy working in teams and individually
- Have a desire to provide great visitor interactions
- Committed to being the best you can and to learn and develop skills
- Remember, you are the first point of contact. First impressions count!
- Have previous point of sales and cash handling experience

This role is purely voluntary, and this arrangement is not meant to be a legally binding or employment contract.