

## JOB PROFILE

<b>Job Title:</b>	Customer Relations Officer 9am – 4pm Monday – Friday (30 mins unpaid break) Paypoint 7 £22,754 pa pro-rata for 32.5 hours per week	<b>Reporting to:</b>	CEO
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### 1 **Main function of job:**

To provide excellent customer care and support marketing, fundraising and administration.

N.B. The following headings are to be taken as a general overview of the requirements of the job role.

### 2 **Location:**

Amelia Trust Farm, Five Mile Lane, Barry, Vale of Glamorgan CF62 3AS

### 3 **Supervisory responsibility/position in structure:**

To be directly responsible to and have immediate contact with the CEO.

### 4 **Specific Areas of Responsibility:**

#### **Reception and Customer Care**

- To welcome visitors to the Farm, provide relevant information, take payments and gather customer feedback.
- To respond promptly to customers about children's parties, group bookings, home-school/annual passes and hire of sportshall, processing bookings efficiently, ensuring payment is promptly received and customer feedback is gathered.
- To engage with individuals on social media platforms and review sites, by responding promptly to feedback, comments and messages.
- To work with colleagues to ensure that they are aware of key messages to be conveyed to the general public and how to respond to queries.

#### **Marketing and Fundraising**

- To assist with the preparation and delivery of fundraising and networking events.
- To update the website and ticketing platform with relevant information including fundraising events.
- Working with the Marketing and Fundraising Manager to ensure brand consistency, to draft engaging promotional content for email, website and social media channels creatively using Canva, video and photos.
- To ensure that onsite posters and other promotional materials are updated regularly.
- To edit photos and video reels and ensure they are systematically stored for future retrieval.

## Administrative and Team Support

- To respond to enquiries about individual volunteering, ensuring relevant forms are completed and relevant spreadsheets updated.
- To process Disclosure and Barring Checks.
- To keep Customer Relationship Management systems up to date.
- To be responsible for checking and ordering first aid equipment.
- To ensure compliance with the provisions of Health and Safety and other relevant legislation.
- To undertake such other tasks as may be required by the CEO.

### PERSON SPECIFICATION

	Criteria	Essential	Desirable
1	<b>What standard of general education/previous experience does the work call for?</b>		
	At least 1 year experience in a customer care/marketing/administrative role	✓	
2	<b>Knowledge, skills, and experience</b>		
	Experience of customer relationship processes/systems	✓	
	Knowledge and experience of social media platforms and website management in a professional context	✓	
	Extensive working knowledge of Microsoft Office including Excel	✓	
	Experience of using Canva/equivalent to create engaging content/graphics		✓
	Experience of organising and delivering events		✓
3	<b>Personal Attributes – Essential</b>		
	• Excellent communicator, in writing, on the phone and in person	✓	
	• Team player with good interpersonal skills	✓	
	• Ability to prioritise and work flexibly	✓	
	• Positive attitude	✓	
	• Able to deal calmly and effectively with difficult situations	✓	
	• Attention to detail	✓	
	• Welsh speaking		✓

**Date of Profile:** April 2026

**Reviewed by:** Karen Turnbull - CEO