



RECRUITMENT PACK

**ASSISTANT ADMISSIONS &
MEMBERSHIP MANAGER**



INTRODUCTION

Thank you for your interest in this role and working at The Knowsley Estate, we hope that this recruitment pack provides you with the information that you need to pursue your application. Please ensure that you read all parts of this document in order to complete your application as requested and tailored to the role and person specification.

This pack contains the following:

- About the Knowsley Estate
- About Knowsley Safari
- Benefits of Working at The Knowsley Estate
- Key Information about our recruitment process
- The Role
- The Person
- How to Apply



KNOWSLEY SAFARI

Knowsley Safari is set within the historic grounds of the Knowsley Estate, where animals and discovery have been central for centuries. In the early 19th century, Edward Smith Stanley, 13th Earl of Derby, a founding member and long-standing president of the Zoological Society of London, created Britain's largest private menagerie, housing 28 bird species, 94 animal species, and breeding an impressive 756 animals at Knowsley.

In 1970, the 18th Earl of Derby received permission to create a 346-acre wildlife reserve, the first of its kind in the North of England and within a major city. Knowsley Safari opened in 1971 and quickly became a leading North-West attraction, with the safari drive extending to five miles by 1973. Under the 19th Earl of Derby from 1994, the park grew visitor numbers and strengthened its role in international endangered species breeding programmes.

Today, Knowsley Safari welcomes over 500,000 visitors annually with a focus on inspiring and connecting communities with the natural world for the benefit of future generations. Guided by a long-term Master Plan, developments such as the Tiger Trail reflect the park's commitment to high-quality animal habitats, improved visitor facilities, and year-round engagement. Knowsley Safari is a proud member of British and Irish Association of Zoos and Aquariums and the European Association of Zoos and Aquariums, striving to be an exemplar within the zoological and visitor attraction sectors.



THE KNOWSLEY ESTATE

Owned by The Earl and Countess of Derby, The Knowsley Estate is comprised of two operating entities. Firstly, Stanley Enterprise, the leisure arm of the business, focussing on outstanding quality of customer service and guest experience and home to two great Merseyside icons – Knowsley Hall (a luxury and exclusive private stay and events venue lovingly restored over the last 25 years by The Earl and Countess of Derby) and Knowsley Safari (founded in 1971 by 18th Earl, uncle of the current owner). Stanley Enterprise is a legal partnership between Lord Derby & their older son Edward Stanley. Secondly, The Stanley Estate and Stud Company which operates the landed side of the business including farmland, residential properties and Stanley Grange Business Village. Further afield in Newmarket near Cambridge, is Stanley House Stud and which is where the family's 'Mare in a Million' Oujia Board lived.

The walled Park covers over 2500 acres and has been in the continual ownership of the Stanley Family since 1385 and from that time the history of the family has been closely intertwined with the history of the country. If you delve into the family's history, you'll discover that Lord Stanley was created the 1st Earl on the battlefield of Bosworth by Henry VII, the 14th Earl was Prime Minister three times, the 15th Earl was Foreign Secretary and the 17th Earl was Secretary of State for War during the First World War the ambassador to Paris. William Shakespeare and Edward Lear both worked and wrote at Knowsley.

The beautiful park was landscaped with the advice of Lancelot 'Capability' Brown in the 1770's. The park was extended in the nineteenth century and is enclosed by a stone wall 9 ½ miles long. At times in its long history, the park has contained a racecourse and (reputedly) a gold-mine.

At The Knowsley Estate, we know that ultimately, it is the commitment of our colleagues, their passion and hard work that will drive us forward. It is our vision to value and invest in our people to inspire them to channel their pride and passion in their work towards our goals. We are committed to the personal development of our staff where aspirations can be met and opportunities are available.



KEY INFORMATION

BENEFITS OF WORKING AT KNOWSLEY

- 33 days' annual leave, inclusive of bank holidays (increasing with service)
- Access to a generous pension scheme
- Complimentary tickets to Knowsley Safari
- Free entry to affiliated zoo's and collections through BIAZA
- Discounts on a range of products and services offered by the Estate
- Investment from us into you and your role
- Invitations to colleague social events
- PERKS online discount scheme
- Free car parking
- Cycle to Work scheme
- Celebration of Service awards

Health and Wellbeing Benefits

- Physical, mental, financial, and social wellbeing activities to support us as individuals.
- Qualified Mental Health First Aiders.
- An Employer funded health cash plan to cover costs such as dental and optical.
- Employee Assistance Programme (EAP), a 24/7 counselling and support helpline to discuss any worries or issues anonymously
- Wellbeing app full of tips and techniques to help you monitor and improve your health

SHORTLISTING

Candidates should ensure before they apply, that they have read through The Role and The Person thoroughly and that they meet the criteria outlined for this role as a minimum.

Due to the high volume of applications we receive, we regret that we are only be able to contact those applicants who have been shortlisted to interview. If you have not heard from us within one month of the closing date, please note that we have decided not to take your application any further at this time.

RIGHT TO WORK DOCUMENTATION

We ask all candidates to bring with them documentation to prove that they have the right to work in the UK, this is normally your passport, or birth certificate and proof of national insurance but you will be advised of other documentation if you make us aware that the above do not apply.

THE ROLE

JOB TITLE	Assistant Admissions & Membership Manager
CONTRACT TYPE	Permanent
REPORT TO	Office Manager
WORKING HOURS	Your normal working hours are to be worked 5 out of 7 days, averaging 40 hours per week as well as any other hours that are reasonably required for the fulfilment of your duties. Given the operational responsibilities of this role in a busy visitor attraction, you be expected to work bank holidays and the majority of weekends. During event periods or late opening, evening working will be required.
SALARY	£29,460 per annum

The following job description has been designed to give a clear definition of the role, but it is hoped that the employee will seek to the role to the best of their ability and that the role can be developed to make full use of their potential.

PURPOSE OF THE ROLE

- To manage and develop the admissions and membership team to deliver excellent customer service to our guests efficiently and effectively.
- To engage with our guests on numerous platforms whether face to face, by phone, by email, or on social media to answer their queries and take a lead role in managing service recovery.
- To manage products and bookings within our ticketing platform.
- To manage the operation of our membership scheme, driving sales, ensuring membership growth and retention.

MAIN DUTIES AND RESPONSIBILITIES

People Management

- Ensure that our admissions and membership team are trained appropriately with the skills required to do their job, monitoring and motivating them on an ongoing basis to ensure that we deliver exceptional service to our guests, efficiently and effectively.

THE ROLE

MAIN DUTIES AND RESPONSIBILITIES

- Ensure that the admissions and membership team are equipped with the skills and knowledge to resolve any challenges, positively, at the first opportunity.
- Manage rotas to ensure that we have the right people in the right place at the right time to delight our guests.
- Keep the team informed of activities, events, or operational changes which may affect/impact guests and ensure that this is shared with guests.
- Develop and implement policies, standard operating procedures, safe working practices as necessary to ensure that the Admissions and Membership team follow best practice.

Customer Service and Resolutions

- Engage with our guests throughout numerous platforms (e.g., face to face, by phone, by email, or on social media) answering any queries they may have in a warm and efficient manner.
- Be the first point of contact for guests, visitors, and contractors, ensuring that the Safari sign in processes are implemented.
- Support group and corporate travel booking, including building bespoke packages as required.
- Process online orders and postal requirements.
- Take a lead role in managing service recovery seeking to resolve customer complaints.

Membership Scheme

- Lead on the operation of our membership scheme, being confident to sell and manage this product, working with their team to enable the Safari to retain and grow our membership numbers
- Be the point of contact for direct debit management and ensuring guest memberships are valid and up to date.
- Produce Admissions and Membership reports to help manage this area of the business.
- Act as the point of contact for direct debit management and ensuring guest memberships are valid and up to date, working across departments to deliver members events and promotions as required.

Site Operations

- Monitor the site radio communications and relay messages as required. To support emergency response/incident management situations as required.
- Support cash office management, including cash in transit preparation, till reconciliation, cash handling and change ordering.
- Ensure that the department remains well stocked and raise purchase orders when ordering is required.
- Act as Duty Manager when required, ensuring the safe operation of the Safari Park during assigned shifts.

THE ROLE

MAIN DUTIES AND RESPONSIBILITIES

Other duties

- Review, suggest and implement admissions and retail products that are appropriate for the Safari's guests and enhance their experience.
- All colleagues are expected to champion outstanding customer service- putting our customers first, creating welcoming experiences, and consistently contributing to a positive, service-focused environment.
- All colleagues are expected to bring a growth mindset – staying curious, seeking solutions, and embracing learning to drive continuous improvement.
- To undertake any other duty commensurate with this post as determined by your line manager.

THE PERSON

The successful candidate will have the following characteristics, skills, and qualifications:

ESSENTIAL

- Customer service management experience operating at Customer Service Manager or Supervisor level preferably with a relevant customer service qualification.
- Exceptional customer service skills within a customer focussed environment.
- Excellent written and verbal communication and excellent interpersonal skills including the ability to communicate sensitively and effectively.
- Excellent people person who is able to manage and inspire a team in a range of disciplines.
- Previous people management experience including training.
- Excellent experience in managing service recovery in a high volume visitor environment.
- Experience of working with a membership scheme.
- Ability to implement new ideas and drive the business to achieve key performance indicators.
- Computer literate in particular working knowledge of Windows and Office 365 as well as experience in using EPOS/ticketing software.
- Must have a flexible approach to working around the needs dictated by a customer focused visitor attraction and event program.
- Experience of working within GDPR guidelines preferably supported by an appropriate qualification.

HOW TO APPLY

Please send your CV to recruitment@knowsley.com

CLOSING DATE: Midnight on 08 May 2026

INTERVIEW DATE: Monday 18 May

START DATE: ASAP

