



# Recruitment Pack Café Manager

Café, Shop and Visitor Welcome

# Role Description

## Role purpose

**Help us launch a new café and shop at one of Oxfordshire's most loved green spaces.**

Earth Trust is opening a new café and shop at the foot of the Wittenham Clumps in September 2026, and we're looking for a hands-on Café Manager to bring it to life.

This new "grab-and-go" café will offer fresh, locally sourced, pre-prepared food and drink for walkers, families, groups, event visitors and people spending time in nature.

Opening alongside the new Gateway to Nature track and car park, it will be an important part of the visitor welcome at the Wittenham Clumps Visitor Centre.

The café will be primarily quick-service rather than full-service, with a simple, high-quality and sustainable offer that also caters for on-site external bookings. Around 35,000 annual café customers are expected, with core lines likely to include coffee, cake, cold drinks, ice cream and hot takeaway items such as sausage rolls and toasties. A small shop offer will sit alongside the café, with visitor products, guides and gifts that complement the landscape and Earth Trust's mission.

This is a hands-on management role, combining day-to-day service delivery with commercial performance. You will shape the initial café and shop offer, lead the team, work with local and sustainable suppliers, maintain high standards, and use sales data to improve the operation over time.

You will also work with colleagues across Earth Trust to support the wider visitor experience, including seasonal activities, group visits, selected evening openings and events.



## Reports to

Director of Operations

## Direct reports

Café and shop team

## Key relationships

- Centre Operations Manager
- Environmental Education Manager
- Marketing & Communications Manager
- Finance Manager
- Countryside Manager



Status	Permanent
Hours	Full Time
Location	Earth Trust Centre
Salary	£33k-35k

## Café and shop operating context

The café and shop will open alongside the new track and car park being delivered as part of Gateway to Nature. We expect a daytime, seasonal trading model, with opening hours that flex around visitor patterns, weekends, school holidays, bank holidays, events and peak periods.

The café will be quick-service rather than full-service, focused on a high-quality, simple and sustainable offer that can be delivered efficiently. Around 35,000 annual café customers are expected, with core lines likely to include coffee, cake and hot takeaway items such as sausage rolls and toasties.

Alongside regular daytime visitor trade, there is an opportunity to develop the café and shop space as part of a wider year-round visitor programme.

A small shop concession will operate within the same space, offering a focused range of visitor-friendly products, guides and gifts that complement the café, the landscape and Earth Trust's mission. The offer will prioritise local, sustainable and mission-aligned suppliers wherever practical.

# Responsibilities

## **Café, shop and visitor welcome operations**

1. Lead the day-to-day operation of the café, shop and visitor welcome space, ensuring a warm, efficient and accessible experience for visitors, families, groups, event attendees and other site users.
2. Plan and manage operations around a 364-day visitor offer, including weekends, bank holidays, school holidays, events, group visits, seasonal peaks and quieter trading periods.
3. Establish and maintain clear opening, closing, service, presentation, cleanliness and customer care standards, including the sale of guides, information and relevant visitor materials.

## **People management**

4. Lead, supervise and support café and shop staff, including café assistants, casual workers, seasonal team members and volunteers.
5. Prepare rotas and deploy staff effectively in line with expected visitor numbers, bookings, events and trading patterns.
6. Train team members in customer service, EPOS use, food hygiene, allergen awareness, cleaning routines and safe working practices.

## **Commercial performance and income growth**

7. Use EPOS and reporting tools to monitor income, customer numbers, average spend, product performance, stock usage and waste.
8. Work to agreed café and shop income targets, supporting the financial sustainability of Earth Trust's visitor operation.
9. Identify opportunities to increase average transaction value, improve café conversion, develop popular product lines and grow café, retail and event-related income.
10. Contribute to budgeting, forecasting and business planning for the café and shop as required.

## **Stock, suppliers and product offer**

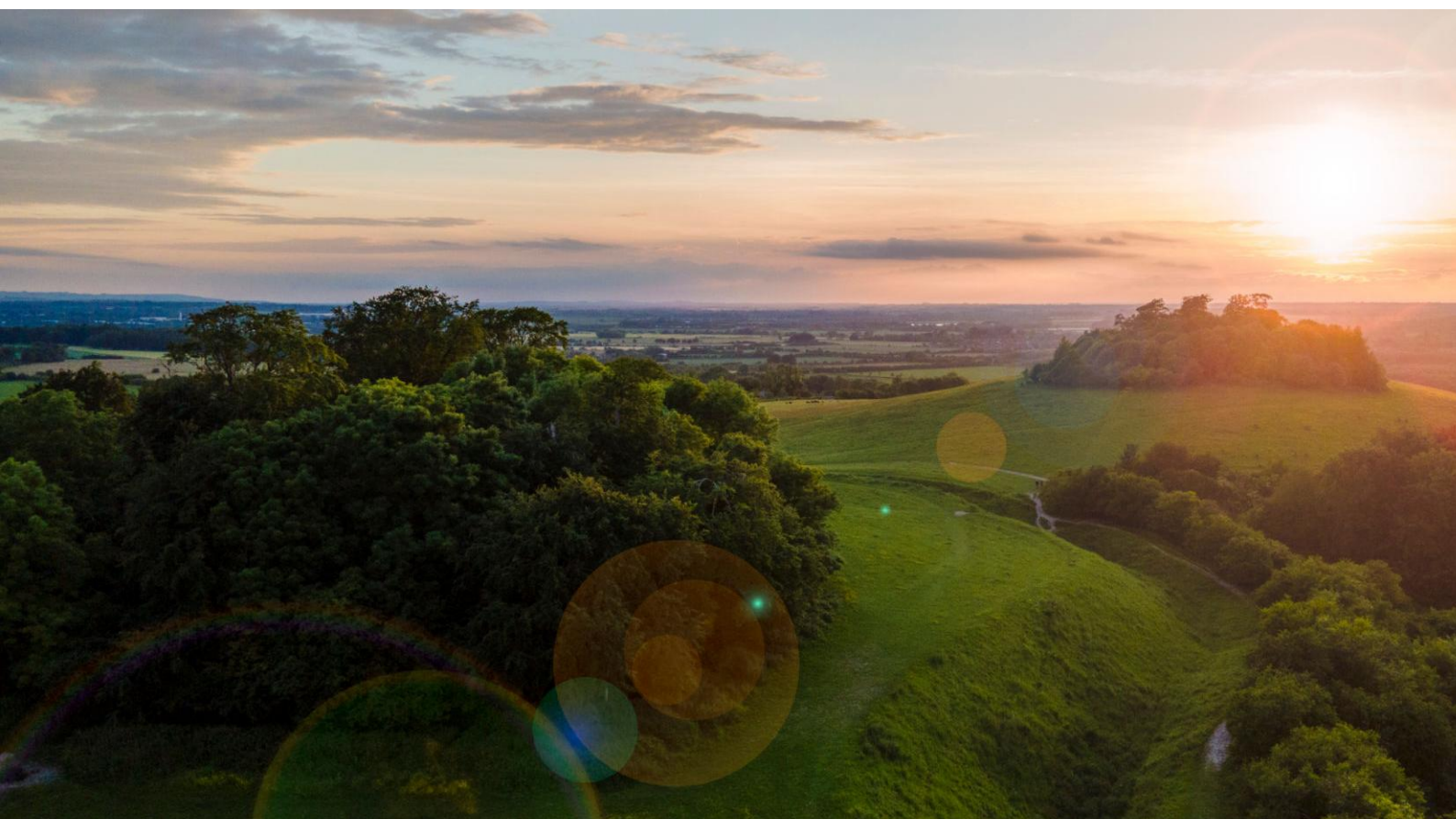
11. Manage stock ordering, deliveries, storage, rotation, stock checks and supplier relationships for café and shop products.
12. Maintain and develop a simple, practical and profitable café menu and small retail offer, including products from Earth Trust land, local suppliers and mission-aligned producers.
13. Control food and drink costs, manage waste, maintain portion control and support strong gross margin performance.
14. Develop and support seasonal offers, group bookings, event catering, commercial bookings and selected evening or year-round activities that increase footfall, grow income and make best use of the café, shop and visitor welcome space.

## **Systems, compliance and reporting**

15. Ensure café and shop products, prices, promotions and discounts are accurately set up and used within the EPOS system.
16. Complete daily sales, cash handling, reconciliation and reporting tasks in line with Earth Trust procedures.
17. Maintain high standards of food safety, hygiene, cleaning, allergen management, health and safety compliance and due diligence records.
18. Ensure equipment is used safely, maintained appropriately and faults are reported promptly.

## **Collaboration, marketing and development**

19. Work collaboratively with visitor operations, events, finance, marketing, facilities and site management colleagues to support the wider visitor experience.
20. Work with the communications team to promote the café, shop, events and wider visitor offer through flexible digital and physical marketing materials.
21. Work with colleagues to develop opportunities to extend the café and shop offer through seasonal programming, selected evening openings, events, activities, group visits, commercial hire and complementary use of the space.
22. Promote Earth Trust's values and ensure the café and shop support a positive, inclusive and accessible visitor experience.



# Person specification

## Experience

### What you will bring

- Experience running or supervising a café, catering, hospitality, retail, visitor attraction or similar customer-facing operation.
- Confidence leading a small team in a hands-on environment.
- Good understanding of stock, rotas, service standards, food safety and customer care.
- Commercial awareness and confidence using sales data.
- A practical, flexible and positive approach.

### It would be great if you also have

- Experience developing menus or retail ranges.
- Experience working with local suppliers.
- Experience supporting events or group bookings.
- Food Hygiene Level 3 or similar training.
- Experience in a charity, visitor attraction or mission-led organisation.

## Skills & Abilities

- Strong customer service skills and ability to create a welcoming, inclusive and accessible visitor experience.
- Ability to lead, motivate and organise a small team in a hands-on operational environment.
- Commercial awareness, including understanding of income, average spend, stock, waste, cost control and margin.
- Clear communication skills with visitors, staff, volunteers, suppliers and colleagues.
- Ability to work flexibly across a 364-day operation, including weekends, bank holidays and seasonal peaks.
- Ability to use EPOS and sales data to inform practical decisions and improve performance.
- Strong organisational skills, including planning rotas, preparing for busy periods and managing competing priorities.
- Good understanding of food safety, hygiene, allergen management and safe working practices.



## About us

Earth Trust is a charity dedicated to inspiring people to engage with nature, understand their environment and take action to care for it. For over forty years, we have demonstrated how people and nature can thrive together in real, working landscapes — not only in nature reserves, but in the places where people live, learn and grow food.

Based at **Wittenham Clumps** in Oxfordshire, the largest freely accessible green space in the county, Earth Trust manages farmland, woodland, meadows and wetlands alongside a portfolio of community reserves. We welcome thousands of visitors each year through family visits, schools programmes, volunteering, events and partnerships alongside hundreds of thousands visiting our landscapes.

Our work combines public engagement, learning and nature-friendly farming, alongside commercial activity that supports our charitable mission. The Gateway to Nature programme is a core part of this, enabling strengthening access, visitor facilities and long-term financial sustainability.

### Ways of Working

Earth Trust is a collaborative organisation.

We expect senior leaders to build strong working relationships, take shared responsibility for delivery and performance, and support each other to succeed.



## Equality, Diversity & Inclusion

Earth Trust strives to be a diverse and inclusive place where we can all be ourselves and we are committed to equality of opportunity for all staff.

Individuals are encouraged to apply regardless of age, disability, gender, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief.

## Benefits

Alongside a competitive salary, there is flexible working whenever possible, 25 days holiday per annum increasing with length of service, volunteering opportunities and pension scheme.

## Questions

For an informal conversation about the role or clarification questions, please contact Dave Lewis, Director of Operations [dave.lewis@earthtrust.org.uk](mailto:dave.lewis@earthtrust.org.uk). We are happy to discuss reasonable adjustments at any stage of the recruitment process.

## To apply for the role

Please send a CV and covering letter explaining why you are suitable and what attracts you to this role [recruitment@earthtrust.org.uk](mailto:recruitment@earthtrust.org.uk)

### **Closing Date for application**

Sunday 14<sup>th</sup> June

### **Interviews**

Rolling based on availability

## Contact Us



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