

# Head of Experience

**WILD KEN HILL**

## **BACKGROUND**

Wild Ken Hill is a nationally pioneering nature restoration and sustainable farming project set on a 4000-acre family-run farm and estate in the popular holiday destination of North West Norfolk.

Having hosted the BBC's flagship nature TV programme for two years, Wild Ken Hill is often first known for its wildlife, and for its beautiful and diverse landscape.

Nonetheless, the human side of what we are doing is equally important to us. We frequently welcome charities, policymakers, farmers, conservation groups and the general public to Wild Ken Hill. Our team has also grown and we have developed a wonderful group of volunteers. Generally, Wild Ken Hill feels a busy, vibrant place.

This new role we are creating is an incredibly important one for us. The Head of Experience will assume a leadership position at a pivotal moment in our journey. They will help to define, deliver, and – most importantly – operate our emerging nature-based tourism offering for visitors. Planning permissions obtained in 2023 provide a long runway of new offerings and experiences – camping, glamping, touring, walking, cycling, play, retail, F&B and more – providing strong potential for the role to grow as Wild Ken Hill continues to develop.

These offerings and experiences are intrinsically connected to our land management work and will play a critical role in the wider Wild Ken Hill project. Engaging those around us not only is the best way for us to create change beyond our boundary, but also – particularly in the case of our local communities – can provide genuine benefits to their lives.

The Head of Experience will help to deliver long-term financial security for our pioneering work to restore nature, which has hitherto been primarily funded by government. This is therefore a role which combines the best aspects of private sector working – dynamism, flexibility, entrepreneurialism – with a genuine opportunity to create both environmental and social impact.

## TEAM

The Head of Experience will join a strong team with a supportive and collaborative culture where individuals are empowered to do their best work in strength-based roles. Alongside taking P&L responsibility for the growth in nature tourism and engagement, the successful candidate will provide commercial oversight on aspects of our existing operations. You can count on strong functional support on marketing and bookkeeping from existing team members and will report directly to and work closely with our founder Dominic Buscall.

## JOB OVERVIEW

You will work closely with colleagues and professional advisers as you shape, develop, launch and operate new nature tourism offerings, developing the team as you go. You will have full P&L responsibility for these offerings and play a role overseeing or inputting into the required capital expenditure / construction.

In addition, you will have overall responsibility for consumer experience across the wider business, including the operation of two beach car parks, the existing guided tour offering, and holiday cottage lettings.

You will be part of the management team for the wider Farm & Estate business, providing commercial oversight and input. You will take your share of central management tasks e.g., by helping to assemble annual budgets for estate business units.

You will lead and provide direct line management to staff representing ~2 FTE. Your first additional direct hire is likely to be a Campsite Manager.

## RESPONSIBILITIES

### Strategic

- Lead the roll-out of Wild Ken Hill’s nature-based tourism business.
- Define Wild Ken Hill’s commercial strategy. In collaboration with the Founder:
  - Define key aspects of the future nature tourism offerings, e.g., target customer segments, pricing, channel strategy.
  - Define the sequencing / phasing of the nature tourism roll out.
  - Define whether new individual offerings should be operated in-house or with specialist operating partners.
  - Identify and prioritise ancillary product offerings.

### Operational

- Operate new tourism offerings:
  - Manage all new nature tourism offerings as they come online, ensuring excellent customer satisfaction and driving operational efficiency and profit.
  - Lead the hiring of required new personnel and build high-performing teams.
  - Lead the establishment of potential partnerships with specialist operators, e.g., caterers, retailers.
  - Ensure the Wild Ken Hill brand and ethos is woven through all new offerings, and drive overall brand awareness of Wild Ken Hill.
- Play a role in the management of wider Farm & Estate business including taking responsibility for share of central management tasks.

## Financial

- Full P&L responsibility for nature tourism and B2C offering.
- Management and reporting of financial and non-financial KPIs as part of wider enterprise management.
- Take responsibility for all aspects of enterprise budget (revenue and capital) including monitoring and reporting as applicable as well as responsibility for invoice and expenses approval.

## People

- Define new roles and team structures, and recruit team members as required.
- Manage direct reports, ensuring delivery against targets.
- Complete annual appraisal of team members and undertaking any necessary performance management.
- Foster good relationships with colleagues, suppliers, any operating partners and stakeholders.
- Work within and understand health and safety policies and ensure compliance within the nature-based tourism & B2C enterprise.
- Represent Wild Ken Hill and its ethos externally and build good working relationships with appropriate third parties including neighbours and local communities.

## Product development

- Help shape the design & construction of new buildings and sites for the nature tourism offer.
- Work with architects, quantity surveyors, and other professionals to detail, design, and cost individual projects.
- Input into tender processes and the appointment of contractors.
- Play a role in construction projects, ensuring commercial and operating considerations are factored into design and decision-making by contractors / project managers.
- Take responsibility for 'client side' oversight of smaller construction projects where appropriate, e.g., holiday cottage redecorations or amenity block refurbishments.

## LOCATION & COMMITMENTS

Your place of work will be Wild Ken Hill, postcode PE31 7PQ, operating from Heacham Bottom Farmyard, where we have a convivial and well-equipped office and meeting room.

Full time (minimum 35 hours a week); there may be a requirement to work beyond these hours where necessary. There is a requirement to meet customer needs and operate in the tourism sector in a customer facing role.

You will be expected to live within 30 minutes travel time of Heacham Bottom Farmyard. An estate property can be made available to you: size and location subject to your personal circumstances and rent to be agreed within overall remuneration package.

## SALARY & KEY BENEFITS

- £60,000 to £80,000 per annum before pension contributions and other benefits, depending on experience.
- Employer contributory pension scheme and work vehicle.
- 23 days holiday, plus 5 Personal Development days, plus bank holidays (or time off in lieu) (given there is some element of seasonality in the nature tourism offer it may be necessary to take holidays during the 'off season').
- A vehicle can be made available for use in the course of your duties.

## WHAT YOU WILL BRING

- A minimum of 5 years' experience in a management role in the rural tourism / hospitality / destination / estate sector.
- Experience managing and / or operating some or all the specific tourism offerings that will be rolled out at Wild Ken Hill, i.e., mixed touring sites, glamping sites, furnished holiday lets, daytime leisure / visitor attractions, associated hospitality.
- Experience inputting into, managing, or overseeing the building works / construction projects that are often required to grow tourism / hospitality businesses.
- An understanding of or appreciation for the wider work taking place at Wild Ken Hill, i.e., nature restoration and sustainable farming. The strongest candidates would understand in more detail the pioneering land management taking place at Wild Ken Hill and would show a desire to integrate this with the nature tourism offerings, e.g., through “farm to fork” style offerings.
- A strong entrepreneurial streak, with the ability to spot commercial opportunity and a track record of “getting things done” that grow businesses, build successful partnerships, and drive value.
- Excellent interpersonal skills, with the ability to view the world through the lens of the visitor, and a strong desire to give visitors an exceptional experience.
- Great management skills, with a strong understanding of how to build a high-performance culture, assemble good teams, and get the most out of people.
- Fluency in reporting on a range of financial, commercial, and operational information, e.g., creating budgets, producing cash flow forecasts, analysing performance vs budget.
- Commercial skills, with the ability to make sound strategic decisions that deliver commercial performance and are aligned with the business' values, and the ability to create compelling experiences that give target customers high satisfaction levels.
- An understanding of the marketing function and the strategies and tools that Wild Ken Hill should use to drive awareness and conversions.
  - Strong IT skills, in particular Microsoft, remote working tools, and accounting software, e.g., Xero.
  - Full UK Driving License.

## WHAT'S IN IT FOR YOU

- Leadership role at one of the UK's leading nature restoration and sustainable farming projects, and an opportunity to create genuine environmental and social impact.
- Flexible working and wellbeing benefits.
- Supportive culture focused on people and nature.

## APPLICATION PROCESS

Applications should be made in writing with a CV and concise statement (less than one page) as to 1) why you believe you are a good fit with this role, and 2) what you will bring to Wild Ken Hill. This statement can be delivered via a short video if you feel that medium suits you better.

Please provide contact details and information on your current and past roles.

Applications should be submitted to Wild Ken Hill by email: [hello@wildkenhill.co.uk](mailto:hello@wildkenhill.co.uk)

The closing date for applications is midnight **Tuesday 6<sup>th</sup> January 2026**.

The selection process will include two rounds of interviews. The first will take place in London, the week commencing 19<sup>th</sup> January 2026. The second round will take place at Wild Ken Hill week commencing 9<sup>th</sup> February 2026. Candidates invited to second round interviews should expect to make time to explore Wild Ken Hill whilst in the area.