

Role profile

Job title: Visitor experience assistant

Reports to: Visitor experience team leader

Date prepared: August 2022

Purpose

Providing a first-class sales and customer service experience to all visitors at Highland Wildlife Park and by providing information and assistance and ensuring an environment that is engaging and well maintained.

Scope

- Working across one site (HWP)
- To assist with the visitor experience and admissions operations by providing first-class sales and service experience to visitor numbers in the region of 200K per annum and achieve targets set by Team Leaders, such as gift aid, donation, upselling (including membership)

Responsibilities

- Provide first-class customer service by maintaining a positive, welcoming environment, proactive and helpful attitude to all visitors at all times, meeting or exceeding our Customer Service Standards.
- Ensure all work areas are maintained to the highest standard, ensuring stocks are regularly replenished, all areas are clean and clear, all products are displayed and merchandised as directed.
- Operate admissions systems efficiently and effectively to both sell and upsell products.
- Operate the tills efficiently and assist with the counting and recording of monies to agreed standards.
- Respond to unexpected situations in a professional manner and seek advice and support from line manager when required.
- Act as a responsible driver for on-site visitor transport on a rostered basis (where required).
- Ensure work areas (admissions, car park, sentry, information desk) are maintained to the highest standard, ensuring tickets, leaflets and information are regularly replenished, all areas are clean and clear, all posters and signs are presented as directed.
- Occasionally provide assistance in other operational areas including retail and catering
- Building on previous experience share ideas and suggestions to increase revenue and minimize impact on the environment.
- Ensure compliance with RZSS's policies, procedures and guidelines, together with all relevant regulatory and statutory requirements.
- Engage with the Society's appraisal system, and demonstrate commitment to our values, behaviours and your continuous personal development.
- Perform other reasonable duties and projects for RZSS as directed by your Manager.

Knowledge, skills and experience

Knowledge	Essential	Desirable
Good achievement in standard grades (or equivalent), including English and Mathematics.	√	
Valid driving license		√
First Aid qualification		√

Skills	Essential	Desirable
Accurate numerical reasoning skills and attention to detail.	√	
Engaging customers empathetically to link or upsell our products.	√	
Use of electronic booking systems.		√
Use of electronic cash till.	√	
Merchandising and display promotion skills.		√

Experience	Essential	Desirable
Providing first-class customer care and service, including dealing with customer queries.	√	
Previous work in a range of visitor experience activities.	√	
Working within a visitor attraction environment.		√

Behavioural competencies

Competency	Level	Essential	Desirable
Planning and Organising	Plan ahead, organise your work, take into account the potential for change.	√	
Finding Solutions	Use your initiative to resolve problems and find solutions within your work.	√	
Delivering Services & Experience	Perform your role to the best of your ability with enthusiasm and a positive approach.	√	
Understanding Others	Listen to and understand the needs of colleagues and stakeholders.	√	
Communicating	Comfortable initiating dialogue with people; communicate with care to ensure your message is understood.	√	
Embrace Change	Take the initiative to make improvements to the way you do your role.	√	
Gathering Information	Gather and analyse information relevant to the tasks in your role.	√	

Role dimensions

Planning and Organising

- Be punctual and ready for work at the allocated start time.
- Work is allocated by Team Leader on day-to-day basis with clearly defined priorities and deadlines, e.g. allocating designated area and achieving targets such as gift aid, donation, upselling
- Responsible for making sure own allocated area is well maintained/stocked (and replenished) ready for opening to visitors each day.
- Responsible for planning/organising insofar as queue control and ensuring admin desk queries are responded to promptly and alert Team Leader when assistance required.
- Follows established processes and procedures, with little room for deviation.

Communication and relationships

- Effectively communicate with your line manager to ensure your work days are rostered on correctly and any holidays taken are relayed in advance and about your job development.
- Have a good working relationship with colleagues and work as a team to ensure best possible visitor experience
- Communicate effectively with all internal and external customers, adjusting conversation to suit the customer's needs and be a friendly point of information for visitors, e.g. first-class customer care

- Communicate effectively with other departments around the park, including over the radio, e.g. lost children, first aid, keeper experiences.

Problem-solving and decision making

- Deal with a variety of visitors to the park, e.g. assist visitors with attraction queries or initial complaints (booking problems/queries); assist visitors should they have any difficulties getting around the site.
- Seek advice for line manager/duty manager if needed for unexpected problems and difficult issues, e.g. anything out-with standard operating procedure or complex customer complaint.
- Act as a witness to the cash up process and assist with cash up procedure
- Seek advice for line manager/duty manager if needed for unexpected problems and difficult issues
- Works within clearly defined processes and therefore decision making is based on existing procedures and experience
- Works within clearly defined processes and direct supervision

Other information

I have discussed and agreed this updated role profile with my manager

Name:

Signature:

Date:

