

Role profile

Job title: Visitor experience team leader

Reports to: Visitor experience assistant manager

Date prepared: August 2022

Purpose

Co-ordinate the daily visitor operations at Highland Wildlife Park, ensuring the delivery of an accessible, exciting, and secure visitor attraction, five-star customer service standards and income levels in line with agreed targets.

Act as duty manager on a rostered basis, liaising closely with the living collections duty manager and other colleagues. Manage incidents and their impact on visitors as and when they arise.

Scope

- Works across one site (Highland Wildlife Park)
- Support visitor experience operations, including admissions and visitor services, in line with visitor numbers
- Support visitor experience operations in achieving gate income, ensuring Gift Aid is maximised
- Line management of visitor experience assistants (including seasonal)
- Support the delivery of a five-star visitor experience
- Delivery of customer service training
- Act as the visitor duty manager, responding to incidents on site such as first aid and security
- Work alongside the membership and adoptions team to promote these income streams to visitors
- Gather face to face visitor feedback and contribute to the improvement process
- Contribute to departmental budgets of approx. £525,000 (including payroll, signage, vehicle maintenance and printing) and oversee the daily operations of the site during opening hours

Responsibilities

- Line manages visitor experience assistants and assist with gate (sentry), administration, on-site transport, car park and customer service, e.g. telephone and email handling
- Contribute to and support the delivery of commercial events at HWP including photography tours and seasonal events (including duty manager duties during events)
- Support the delivery of a five-star customer service culture and visitor experience, ensuring visitors receive a personal, knowledgeable, and positive level of service on a daily basis
- Support and deliver customer service training, working alongside HR and other colleagues. Gather face to face visitor feedback.
- Support the induction process for visitor experience staff including departmental and technical (systems) training
- Support the complaint handling process, which includes responding to issues as appropriate

- Gather face to face visitor feedback and contribute to the improvement process
- Act as an RZSS ambassador in accordance with the Society's core values
- Support the visitor experience signage group with responsibility for overseeing and coordinating consistent and engaging visitor information, interaction and feedback, e.g. directional signage
- Act as a diversity and inclusion champion for the site, supporting processes and practices to ensure the Park is as accessible as possible
- Manage, motivate, develop and review team members, following good management practice and working within HR policy guidelines, so their performance meets or exceeds performance standards.
- Liaise with senior colleagues to ensure they, and your team, are informed of any potential impacts on their, and your, areas of responsibility about visitor experience activities and projects, e.g. the events team and catering.
- Maintain awareness of relevant information on new trends and issues in the visitor attractions market with a focus on Zoo's and wildlife parks, identifying areas of interest for development at HWP.
- Oversee cash handling process, e.g. distribute till floats at start of the day, processing cash runs, and undertaking end of the day cashing up, either as a witness or as senior member of staff.
- Ensure cash handling procedures are correctly followed
- Engage with the Society's appraisal system, and demonstrate commitment to our values, behaviours, and your continuous personal development.
- Ensure compliance with RZSS's policies, procedures and guidelines, together with all relevant regulatory and statutory requirements.
- Perform other reasonable duties and/or projects as directed by your Manager.
- Act as visitor duty manager on a rostered basis, which requires the post holder to manage and oversee the daily operations of the site during opening hours and respond to incidents as appropriate, e.g. first aid, health and safety.

Knowledge, skills and experience

Knowledge	Essential	Desirable
Educated to HND or equivalent qualifications or experience.	√	
Health and Safety qualification e.g. IOSHH with good working knowledge of Health and safety practices (or willingness to obtain)	√	
Understanding of diversity and inclusion issues/regulations.	√	
SVQ level 4, or equivalent qualification or experience, in a relevant subject e.g. customer service.		√
First Aid qualification (or willingness to obtain)	√	
Full driving licence	√	

Skills	Essential	Desirable
Good understanding and ability to engage with visitors	√	
Competent in Microsoft Office (Outlook, Word, Excel).	√	
Accurate numerical reasoning skills and attention to detail.	√	
Engaging customers empathetically to link or upsell our products.	√	
Proven track record of dealing constructively with customers face to face, by phone or by email	√	
Use of electronic cash till.		√
Project management skills (managing time, budgets, and resources)		√

Experience	Essential	Desirable
Experience of team leading in a customer service environment.	√	
Providing first-class customer care and service, including dealing with customer queries.	√	
Experience of incident management (previous duty manager experience).		√
Experience of working in a similar visitor attraction or relatable environment.	√	

Behavioural competencies

Competency	Level	Essential	Desirable
Planning and Organising	Plan and manage your own and others' work.	√	
Finding Solutions	Balance short term fixes and longer-term solutions across the team.	√	
Delivering Services & Experience	Develop a high-performance culture around the team.	√	

Team Working	Build team spirit and seek to work in conjunction with other teams.	√	
Developing Talent	Proactively develop people in the team.	√	
Communicating	Communicate constructively to build good relations with colleagues both within the team and across RZSS.	√	
Gathering Information	Gather and manage information relevant to the team's operations.	√	
Embracing Change	Drive and support continuous improvements in the team.	√	

Role dimensions

Planning and Organising

- Can work independently on all aspects of the day-to-day operations and take key decisions relevant to ensuring a fun, safe and enjoyable experience for all visitors in the short to medium term.
- The focus of this role is 60% day to day basis – 30% week to month – 10% 2 – 3 months
- Effectively plan a roster for visitor experience staff, to meet the needs of the daily operations, e.g. administer timesheets and holiday days
- Operate as a competent professional with minimum supervision and work independently on all routine aspects of the daily operations and take key decisions relevant to ensuring a fun, safe and enjoyable experience for all visitors in the short to medium term, e.g. weather closures (following established protocols), path closures, temporary signage and re-deployment of staff.
- May be responsible for a defined part of a project, a small internal project (e.g. identifying and adopting a beneficial external scheme such as hidden disabilities) or a new process.
- May be responsible for supervising the daily work of several people within a team and providing guidance based on experience.
- Accountable for delivering assigned and defined tasks within broader work and projects, e.g. temporary traffic flow
- Gather, interpret and disseminate or escalate relevant information on the Visitor Experience operation at HWP on a day-to-day basis.

Communication and relationships

- Communication with team members to provide daily updates, plans, issues, and changes etc and share information and obtain feedback via meetings with visitor experience team members.
- Liaise with other departments across RZSS to ensure information for visitors is correct in order to give the best possible visitor experience on a daily basis.
- Identify key relationships in other relevant departments and work collaboratively towards the aims of the organisation.
- Provide regular opportunities for team input and feedback on day to day and medium-term operations.
- Be the BOVE representative for groups such as:
 - Green Team
 - Employee Consultation Board
 - Signage
 - Safeguarding

- Fire warden
- Has a thorough understanding of their job and how own role relates to other roles and to RZSS' mission.
- Due to experience gained may provide guidance to more junior or less experienced staff
- To act as a public facing representative of RZSS in accordance with the Society's core values on an immediate and short term basis
- Inform visitors of changes to onsite operations/events/exhibits either positive or negative
- Demonstrate understating of the need to gather and share information departmentally across the site which may impact operations in the short to medium term and communicate via appropriate methods.

Problem-solving and decision making

- Responsible for checking the quality and accuracy of own work and the work of team members and deciding when appropriate action is necessary (performance/absence management) up to and including stage 2.
- Can easily determine and deal with a short-term issue e.g. confidently solving appropriate customer issues, or whether work/issues should be escalated to a higher level, e.g. stage 3 absence or performance concerns and complex customer complaints.
- Accountable for delivering assigned tasks within broader work and projects
- To be creative in applying problem solving skills and demonstrate good judgement in bringing relevant workable solutions to the challenges of the operation of the Park.
- Ability to identify the key decision-making points and where appropriate take relevant action – on a short-term day to day basis:
 - Visitor Operations – e.g. Car Park staff, P&E issues, Animal News
 - Health & Safety – recording incidents and identifying issues of immediate concern
 - Business Performance – e.g. Day to day staffing levels
 - Staffing Levels/Recruitment – e.g. rostering and staff interviews
 - HR e.g. staff appraisals, sickness, absence and training.
- Demonstrates an analytical and methodical approach to problem solving and can deal with routine problems, e.g. staff no shows/shift issues, visitor complaint. Autonomy to investigate situation and take immediate action and follow up and report to Visitor Experience Manager when appropriate.
- Keeps up to date with changes in their area of expertise, rapidly absorbs new technical information and applies it effectively to provide guidance and resolve issues raised by less experienced colleagues.
- Freedom to make occupational decisions regarding:
 - The deployment of staff resources as well as contractors to achieve targets, e.g. sending staff home when quiet, sick etc, and bringing in additional resources – in the absence of management
 - Site closure, e.g. bad weather conditions, additional security factors etc. in line with defined parameters and escalate where necessary.

Other information

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

Name:

Signature:

Date:

