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**Visitor Services Host**

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| **Job grade** | **Seasonal pay scales**  | **Reports to** | **Nicky Mathers** |
| **Directorate** | **Commercial** | **Function** | **Visitor Services** |
| **Contract**  | **Seasonal**  | **Location** | **Whipsnade** |

**Responsibility for resources**

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| **Direct line reports** | **N/A** | **Responsibility for other resources** | **N/A** |
| **Financial resources** | **N/A** |

**Our vision and mission**

The Zoological Society of London (ZSL) is an international conservation charity, driven by science, working to restore wildlife in the UK and around the world. Our vision is a world where wildlife thrives and every role, every person in every corner of ZSL has one thing in common – we are all conservationists, and passionate about restoring wildlife.

**Purpose of the role**

The seasonal team are responsible for supporting the team leaders and permanent team to deliver exceptional customer care to both ZSL visitors and staff, which in turn will maximise revenue for the charity.

Duties will include working within the Retail, Admissions, Hullabazoo and other areas of the visitor services departmental responsibility. You will be the main point of contact for our visitors and as such play a vital role in the delivery of high standards of customer service across the department.

**Key responsibilities**

**General**

1. Demonstrate an exceptional level of personal customer service to all ZSL visitors and staff.
2. Acts as an ambassador for ZSL all times and actively participates in on-the-job training, including mandatory courses.
3. Maximise revenue from all areas of department responsibility by proactively selling to our visitors.
4. Adheres to daily scheduling and staff plans.
5. Maintain a high level of presentation standards in all of our outlets.
6. Helps to drive open communication across the Visitor Services department, including participation in daily team performance briefings.
7. Responsibility for ensuring compliance with all on-site cash handling policy and procedure across all Visitor Services functions.
8. Upholds the Zoo’s Terms and Conditions of entry.

**Operations**

1. Ensure that all shops, outlets and admission gates are fully operational and that any issues are raised with the Visitor Services management team.
2. Ensure that all business systems and operational procedures are followed by all staff.
3. Meet, greet and inform our visitors about the retail offering around the park and with wider zoo information when visitor facing. Always asking for assistance if you do not have the answers to their questions.
4. Maintain hygienic storage and effective stock date rotation for all perishable goods.
5. Ensure accurate stock file records through thorough checks of warehouse deliveries, processing damaged goods and both annual and ad hoc stock counts.
6. Maximise revenue for the charity by proactively upselling to our visitors and maintaining good stock levels in all outlets through regular stock replenishment.
7. Ensure that all business systems and operational procedures are followed.
8. As the responsibilities of the Visitor Services department are so broad it is important to maintain a flexible and adaptable approach to your work with a positive ‘can do’ attitude.

**Admissions**

1. Actively understands and is responsible for the delivery of admissions operations, including sale of General Entry, Car Entry, Education, Group, Promotions, Trade, Membership and Experiences products.
2. Ensures high standards of visual appeal in the admissions area, including ensuring visibility of pricing and promotional activity and materials.
3. Develops and maintains good up to date knowledge of all ZSL ticket types, promotions and attractions, actively promoting and looking for opportunities to up sell the same.

**Hullabazoo**

1. Support Admission of visitors into the Hullabazoo Play Area.
2. Support management in the supervision of visitors in line with our rules of play.
3. Ensure a high standard of cleanliness are maintained.
4. Ensure the safety of all staff and visitors through adherence to all health & safety policy & procedure.

**People**

1. Actively takes part in any department or business wide incentives and encourages their peers to do the same.
2. Be approachable, fun and friendly to all visitors and team members at all times.
3. Suggest ways to improve the operational running of the department.
4. The postholder should feel empowered to raise concerns relating to departmental conduct or unsafe conditions should they occur.
5. The post holder demonstrates an outgoing and approachable attitude towards others and ability to establish good working relationships.
6. The post holder must be able to demonstrate effective resource/time management capability.
7. Able to maintain trust when party to sensitive and confidential information as well as lives by ZSL policy including Diversity & Inclusion and Dignity & Respect for others.

The duties and responsibilities described are not a comprehensive list and additional tasks

may be assigned from time to time that are in line with the level of the role.

**Person Specification**

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| Experience |
| Essential | * An understanding of Health and Safety policies and procedure/compliance within a visitor facing function.
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| Desirable  | * Ability to demonstrate equivalent skill based on experience/qualification, prior experience in a customer service setting is beneficial but not essential.
* May have current experience/study in a relevant subject (e.g., Retail, Business, Customer Services, Systems & IT) (not essential).
* Previous experience working in visitor/customer services role in a large Visitor Attraction setting an advantage but not essential.
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| Knowledge and skills |
| Essential | * Written and/or oral communication skills.
* The post holder demonstrates effective quality control of their own work and demonstrates a pattern of improvement in all aspects of their role, including attending training essential for the effective delivery of retail & admissions operations.
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| Desirable | * Shared responsibility for generating ideas/using initiative in a way that will improve visitor service processes.
* This role requires a ‘hands on approach’, particularly during peak trading conditions to support the wider team.
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| Additional requirements |
| Essential | * This role is based at ZSL Whipsnade Zoo.
* This role is predominantly front of house operations, which may involve working outdoors in all weather conditions.
* Flexible working hours, including weekends and bank holidays are required. With possibly some evening work also.
* The post holder acts as an ambassador for ZSL equality and diversity policies, ensuring compliance across the department, acting with professionalism.
* The post holder is always required to demonstrate a professional approach to the management of sensitive or confidential information in line with ZSL GDPR policy & procedure.
* The post holder is always required to comply and promote Health & Safety and safe operating practices (Inc. training) across the department.
* Shared responsibility for ensuring daily department and individual team member KPI targets are met.
* The post holder is required to be adaptable in ensuring the smooth operation of a 7 day a week department.
* The post holder is required to carry out their own work requirements in an organised and efficient way.
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