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**Play Assistant (Zoo Town/Commercial Operations)**

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| **Job level** | Organisational Support (Level 1) | **Reports to** | Commercial Operations Manager |
| **Directorate** | Zoos & Engagement | **Function** | Commercial |
| **Contract**  | Permanent | **Location** | Regent’s Park  |

**Responsibility for resources**

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| **Direct line reports** | N/A | **Responsibility for other resources** | Responsible for appropriate use and maintenance of equipment  |
| **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**

This role is key to delivering exceptional visitor experiences across ZSL’s commercial operations. While predominantly based in ZooTown, you’ll be a welcoming face for families entering this vibrant, child-led roleplay experience at the heart of London Zoo. Focused on creating a positive and engaging atmosphere, you’ll greet visitors, guide them through what to expect, and ensure the environment remains clean, safe, and inviting throughout the day. While the play is entirely self-directed, your presence helps set the tone for a smooth, enjoyable visit.

Though primarily based in ZooTown, you’ll also support other commercial areas when needed, including admissions, retail, and events. Whether managing visitor flow, assisting with daily operations, or jumping in to support colleagues, you’ll play a key role in delivering excellent visitor experiences that reflect ZSL’s commitment to conservation, learning, and fun.

**Key responsibilities**

* Welcome visitors into ZooTown with warmth and enthusiasm, ensuring all visitors feel valued and supported.
* Facilitate imaginative play and gently guide children through the different themed areas within ZooTown.
* Maintain a clean, safe, and orderly environment at all times by carrying out daily checks and tidying throughout the day.
* Support the Team Leader with opening and closing routines, including safety checks and setting up role play zones.
* Communicate clearly and positively with families to ensure they understand how ZooTown works and what to expect.
* Be alert to safety issues and report concerns promptly to the Team Leader.
* Assist in monitoring visitor flow and help manage queues and entry slots.
* Support with birthday parties or special events taking place in ZooTown.
* Work collaboratively with fellow Play Assistants and the wider zoo team to deliver outstanding visitor experiences.
* Support other commercial areas when needed, including retail, admissions and events.

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 | * Experience in engaging with young children and families (preferably in a customer/visitor facing environment)
* Experience in providing exceptional visitor experience.
* Excellent communication skills with a proactive and flexible attitude.
* Ability to remain calm under pressure and respond effectively to busy situations.
* A commitment to health and safety and attention to detail in maintaining a tidy and hazard-free environment.
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| Desirable  | * Previous experience in a childcare or play environment.
* Passion for wildlife conservation
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| **Knowledge and skills** |
| Essential | * Intermediate skills in using MS office packages
* Team player with flexibility, able to adapt to different roles and responsibilities across commercial operations (e.g. play, retail, admissions).
* Confidence in managing busy, high-footfall environments, including supporting visitor flow and queue management.
* Attention to detail, ensuring spaces are tidy, well-presented, and operationally ready.
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| Desirable | * Working knowledge of ticketing system
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| **Additional requirements** |
| Essential | * Ability to stand, walk, and lift moderate weights.
* Flexibility to work weekends, holidays, and evenings as needed.
* Comfortable working in an indoor environment with varying temperatures and noise levels.
* Strong commitment to creating a culture that lives ZSL values and commitment to safeguarding, equality and diversity (collaborative, inspiring, inclusive, innovative, impactful and ethical)
* A DBS check is required for this position
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