Role Profile

**Visitor Experience & Duty Manager**

Reports to Head of Business Operations & Visitor Experience

PURPOSE

To lead and manage the Visitor Experience team to manage RZSS Edinburgh Zoo as an accessible, exciting and secure visitor attraction ensuring first-class customer service standards and site presentation whilst maintaining a safe site through effective operating practices.

To act as Visitor Duty Manager on a rostered basis, liaising closely with the Living Collections Duty Manager and other colleagues to ensure the site is consistently presented to the best standards. Manage incidents and their impact on visitors as and when they arise.

RESPONSIBILITIES

* Manage all aspects of visitor experience team (staff, external contractors, car park, vehicle gate, members gate and on-site transport)
* Develop and maintain a first-class service culture and visitor experience (5 star Visit Scotland Standard); and ensuring customers receive a personal, knowledgeable and positive level of service on a daily basis
* Coordinate external accreditation (Visit Scotland) and inspections, gathering data for criteria and following through on recommendations.
* To act as a public facing management representative of RZSS in accordance with the Society’s core values (RZSS Ambassador).
* Leading on the management of external service contractors (security and cleaning), ensuring value for money and quality of service (managing relationships quarterly and reviewing budgets)
* Analysing and evaluating customer service and visitor feedback (Trip Advisor/exit surveys/mystery visits) and benchmarking data against other visitor attractions and making suggestions for improvement and development.
* Lead visitor experience signage group with responsibility for overseeing and coordinating consistent and engaging visitor information, interaction and feedback (e.g. directional signage, no smoking etc.). Working collaboratively with Interpretation group on required update and maintenance of existing signage.
* To act as a diversity and inclusion champion for the site, developing processes and practices to ensure Edinburgh Zoo is as physically accessible as possible, managing and exceeding visitor expectation in this respect.
* Manage, motivate, develop and review team members, following good management practice and working within HR policy guidelines, so their performance meets or exceeds the agreed performance standards.
* Liaise with Senior Managers across RZSS to ensure they, and your team, are kept informed of any potential impacts on their, and your, areas of responsibility about visitor experience activities and projects, e.g. Events Team (EZ and Compass).
* 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 EZ.
* 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 post holder to manage and oversee the daily operations of the site during opening hours and respond to incidents as appropriate (e.g. lost child, first aid, health and safety) incidents and minimise their impact on the EZ operation.

KNOWLEDGE, SKILLS AND EXPERIENCE

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|  | **Essential** | **Desirable** |
| **KNOWLEDGE** | | |
| Educated to degree level or equivalent qualifications or experience. | √ |  |
| Health and Safety qualification e.g. IOSHH with good working knowledge of Health and safety practices. | √ |  |
| Understanding of diversity and inclusion issues/regulations. | √ |  |
| SVQ level 4, or equivalent qualification or experience, in a relevant subject e.g. customer service. |  | √ |
| **SKILLS** | | |
| Ability to implement and maintain appropriate evaluation and experience KPIs. | √ |  |
| Competent in Microsoft Office (Outlook, Word, Excel). | √ |  |
| Accurate numerical reasoning skills and attention to detail. | √ |  |
| Engaging customers empathetically to link or upsell our products. | √ |  |
| Use of electronic cash till. | √ |  |
| Project management skills (managing time, budgets and resources) | √ |  |
| **EXPERIENCE** | | |
| Significant experience of team leading in a customer service environment. | √ |  |
| Significant experience of 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

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| **Competency** | **Level** | **Essential** | **Desirable** |
| Planning & 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. | √ |  |

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| Understanding Others | Understand and manage the underlying factors which impact on you and the team’s performance. | √ |  |
| Communicating | Communicate constructively to build good relations with colleagues both within the team and across RZSS. | √ |  |
| Projecting Confidence | Champion the work of the team and build confidence in people around you | √ |  |
| Embracing Change | Drive and support continuous improvements in the team. | √ |  |
| Thinking Big Picture | Develop longer term plans for the team in support of RZSS strategy | √ |  |