Role Profile

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| **Job title:** | Membership Sales Assistant  |
| **Reports to:** | Membership & Adoption Manager |

PURPOSE

To actively increase membership income through selling RZSS memberships to day visitors at both parks whilst providing first class customer service to all current and potential members.

SCOPE

* Actively sell and promote RZSS membership to visitors to both parks on a face to face basis.
* Actively sell and promote RZSS membership at offsite locations and events.
* Ensure income targets are met on a weekly and monthly basis.
* Interact daily with existing membership base to deliver fantastic customer service and champion the work of RZSS.
* Meet and exceed set customer service standards as outlined by the line manager.

RESPONSIBILITIES

* Generate high levels of income through sales of RZSS membership, both on and off-site.
* Work towards clear goals and KPIs as set by Membership and Adoption Manager and Head of Communications and Membership.
* Build positive relationships and communicate effectively with internal and external stakeholders.
* Ensure face to face queries and complaints are answered with first-class customer care.
* Provide ad hoc admin support where required, e.g. post duties, mailings, donation processing, etc.
* Attend events out with normal working hours on occasions as required.
* Ensure stock levels of incentives are maintained.
* 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.

KNOWLEDGE, SKILLS AND EXPERIENCE

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|  | **Essential** | **Desirable** |
| **KNOWLEDGE** |
| Good achievement in standard grades (or equivalent), including English and maths | √ |  |
| Strong understanding of diverse audiences and varied communication requirements | √ |  |
| Proven track record of dealing constructively with customers face to face, by phone or by email | √ |  |
| Good working knowledge of Customer Relationship Management Databases |  | √ |
| Knowledge of Direct Debit and payment processes |  | √ |
| Customer service qualification |  | √ |
| Understanding and awareness of working within GDPR guidelines |  | √ |
| **SKILLS** |
| Competent in Microsoft Office (Outlook, Word, Excel, PowerPoint) | √ |  |
| Outstanding interpersonal and selling skills | √ |  |
| Confident, motivated and friendly communication skills, including the ability to quickly build rapport with colleagues and customers | √ |  |
| Strong numerical reasoning skills and attention to detail | √ |  |
| Skilled in dealing constructively with customers by phone, email and face to face | √ |  |
| **EXPERIENCE** |
| Proven experience in face to face sales | √ |  |
| Experienced in dealing constructively with complaints  | √ |  |
| Working to pre-defined sales targets |  | √ |
| Working within a membership, fundraising or business development environment |  | √ |
| Previous experience of administrative and data processing work |  | √ |
| Reaching out to potential and current customers through phone calls |  | √ |

PLANNING & ORGANISING

* Organise own workload to ensure tasks are carried out in a timely manner.
* Work to agreed targets for membership sales, ensuring goals are met or exceeded.
* Ensure all membership and adoption customer enquiries are processed in a timely and appropriate manner.

COMMUNICATION & RELATIONSHIPS

* Quickly absorb, retain and translate product knowledge to range of audiences and in order to get key messages across and generate sales of memberships or adoptions.
* Ensure a first-class service culture is provided to all current and prospective members and adopters, knowing how to adapt style appropriately.
* Adapt communication skills and approach around a range of audience requirements.
* Engage with the current and prospective members and adopters to promote RZSS and our mission, e.g. at member and adopter events.
* Liaise with other departments across RZSS to encourage and ensure effective promotion and processing of membership and adoption operations around both parks.
* Represent the Society in a professional and informed manner building relationships where appropriate.
* Communicate collaboratively with other departments to promote the benefits of membership to the Society.

PROBLEM SOLVING & DECISION MAKING

* Handle customer complaints, often on a face to face basis, seeking guidance from senior colleagues when required.
* Take initiative to respond to enquiries, seeking guidance from senior colleagues where required.
* Seek advice and guidance from senior colleagues to establish facts, e.g. animal births and animal welfare, to ensure RZSS is accurately represented.

BEHAVIOURAL COMPETENCIES

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| **Competency** | **Level** | **Essential** | **Desirable** |
| Planning & 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. | √ |  |
| Team Working | Be collaborative and seek to find a positive outcome for the team and for RZSS. | √ |  |
| Communicating | Comfortable initiating dialogue with people; communicate with care to ensure your message is understood. | √ |  |
| Projecting Confidence | Act in a way which projects personal credibility, inspires trust and helps you share your knowledge and experience. | √ |  |
| Gathering Information | Gather and analyse information relevant to the tasks in your role. | √ |  |
| Developing Talent | Take responsibility for your performance and career development. |  | √ |
| Embracing Change | Take the initiative to make improvements to the way you do your role. |  | √ |