Role Profile

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| **Job title:** | Admissions & Retail Assistant  |
| **Reports to:** | Admissions & Retail Team Leader |
| **Date prepared:** | August 2018 |

PURPOSE

Providing a first-class sales and customer service experience to all visitors at RZSS Edinburgh Zoo and by providing information and assistance and ensuring an environment that is engaging and well maintained.

RESPONSIBILITIES

* Provide first-class customer service by maintaining a positive, welcoming environment, proactive and helpful attitude to all visitors at all times, meeting or exceeding our Customer Service Standards.
* Operate admissions and retail systems efficiently and effectively to both sell and upsell products.
* Ensure all front of house areas and other RZSS retail outlets are maintained to the highest standard, ensuring stocks are regularly replenished, all areas are clean and clear, all products are displayed and merchandised as directed.
* Occasionally provide assistance in other operational areas (Visitor Experience) including members’ gate, events, car parking and driving visitor passenger vehicles.
* Operate the tills efficiently and assist with the counting and recording of monies to agreed standards.
* Assist with the security of all stock, including the safe keeping of keys as required.
* Building on previous experience share ideas and suggestions to increase revenue and minimise Admission and Retail’s impact on the environment.
* Ensure compliance with RZSS’s policies, procedures and guidelines, together with all relevant regulatory and statutory requirements.
* Engage with the Society’s appraisal system, and demonstrate commitment to our values, behaviours and your continuous personal development.
* Perform other reasonable duties and projects for RZSS 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 Mathematics. | √ |  |

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| **SKILLS** |
| Accurate numerical reasoning skills and attention to detail. | √ |  |
| Engaging customers empathetically to link or upsell our products. | √ |  |
| Use of electronic booking systems. |  | √ |
| Use of electronic cash till. | √ |  |
| Merchandising and display promotion skills. |  | √ |
| **EXPERIENCE** |
| Providing first-class customer care and service, including dealing with customer queries. | √ |  |
| Previous work in a range of retail activities. | √ |  |
| Working within a visitor attraction environment. |  | √ |

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. | √ |  |
| Understanding Others | Listen to and understand the needs of colleagues and stakeholders. | √ |  |
| Communicating | Comfortable initiating dialogue with people; communicate with care to ensure your message is understood. | √ |  |
| Embrace Change | Take the initiative to make improvements to the way you do your role. | √ |  |
| Gathering Information | Gather and analyse information relevant to the tasks in your role. | √ |  |