

# Bristol, Clifton and West of England Zoological Society Ltd

## Job Description

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<b>Job Title:</b>	Retail & Admissions Assistant
<b>Department:</b>	Visitor Experience
<b>Location:</b>	Bristol Zoo Gardens / Wild Place Project
<b>Reporting to:</b>	Retail & Admissions Manager

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### Job Purpose

- To provide an exceptional, engaging and enthusiastic service for all visitors and members of Bristol Zoo and Wild Place, demonstrating an excellent level of customer service and administrative efficiency, and creating a positive sales environment.
- Record all retail and admission sales through the accurate and proper use of electronic point of sale system (MERAC) in line with the Society's financial and operating procedures.

### Main Duties

- Process bookings & sales for day visitors, school groups, experiences, events and accommodation efficiently and accurately.
- Ensure that all visitors enjoy a fun and memorable experience by delivering exceptional customer service at all times.
- Understand and promote donations and the Gift Aid scheme at the point of admission, and to accurately record donor details.
- Actively working to help the team achieve desired goals with regards to sales and gift aid targets.
- Adhere to the Society Card Handling Policy, maintaining compliance with PCI DSS at all times.
- To maintain a thorough knowledge of the Bristol Zoo and Wild Place programme of activities, admission pricing, retail stock and to generally assist visitors.
- Assist with merchandising, pricing and presentation across retail displays, merchandising and admissions at all times
- Ensuring all retail merchandise is clearly priced and that all retail promotions, marketing material and admission prices are clearly displayed at all times.
- To check in-coming stock against delivery notes and report any discrepancies.
- To undertake periodic stock checks, in-line with established procedures.
- To maintain a thorough and practical knowledge of emergency procedures, as they relate to the shop and admissions.
- To assist with the delivery of events and activities as required, including occasional evening activities and public holidays.
- To maintain an optimum level of personal presentation, including wearing any uniform supplied
- Engage with visitors and staff in a confident and friendly manner and promote good inter-departmental working relationships.

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- Liaise with Merac on technical issues and escalate to management where necessary.
- Assist and support commercial activities where requested.
- Adhere to dress code standards and uniform policies at all times.

### **Key Performance Indicators**

- Positive contribution to departmental Customer Service KPIs, including social media reviews, Visit England assessments and individual customer testimonies.
- Meeting and exceeding individual gift aid conversion targets.
- Accurate daily banking.

### **Key Contacts – Internal & External**

#### **Internal**

All staff from other departments of Bristol Zoo and Wild Place.

#### **External**

All visitors and members of Bristol Zoo and Wild Place.

### **Health & Safety**

- Ensure that Health and Safety guidelines and fire regulations are strictly adhered to.
- Comply with safe working practices as defined by the Society.
- Complete training as and when required.
- Take reasonable care for your own health and safety and that of others who may be affected by acts or omissions at work.
- Report any accidents, incidents or near misses as soon as reasonably practicable.

### **General**

- Be aware of and adhere to Society policies at all times.
- Take part in progress/performance reviews throughout the year.
- Cooperate with other Society departments.
- Attend training courses as required to meet the requirements of the role.
- Take responsibility for own personal development, seeking out opportunities to learn new skills.
- Undertake any other duties as requested by management which are reasonably deemed to be within the scope of the role.

### **Notice period**

The notice period required from the role holder is a minimum of 1 month

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### **Working conditions**

This post is for 5 days a week, and includes regular weekend working. The post holder will be required to work within the core office hours (08.00 – 18.00) with some flexibility to meet the needs of the department.

Hours to be agreed and authorised by Line Manager.

### **Other**

- Apply the Society values and behaviors to every aspect of the role at all times.
- Promote and maintain the brand standards of the Society.
- There may be occasions when the role holder is requested to work in other company locations, or carry out other duties considered reasonable by the Society or its representatives.
- To reflect any changes within the Society during the next few years, the scope of this role will be regularly reviewed and may evolve to meet those needs. Any changes will be agreed in advance with the role holder and confirmed in writing.

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Person Specification**

**Retail & Admissions Assistant**

**Person Specification**

<b>Attributes</b>	<b>Essential</b>	<b>Desirable</b>
Qualifications and specific training	GCSE's at grade C or above in Maths and English (or equivalent)	NVQ3 Customer Care / Formal Customer Care training / qualification.
Experience	Demonstrable experience of having worked in a customer facing role within a visitor attraction or similar	Experience of working in a customer facing position  Experience of working in a fast-paced retail environment.  Working within a ticket office / box office.  Manual handling and stockroom experience.
Knowledge		Knowledge of charitable membership schemes.  Gift Aid and charitable donations.
Skills	Ability to operate IT systems including Microsoft packages and Internet	Demonstrable knowledge and evidence of using ticketing and retail software.
Personal attributes	Self-motivated  Positive attitude to work and solution-focused  Excellent communicator able to engage a variety of customers.  Able to work independently or as a part of a team.  Able to respond flexibly and positively to varying	

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	pressures, difficult situations and complaints.  Good interpersonal skills, enabling good working relationships within the team and across the Society.	
Additional requirements		Ability to provide own transport between sites

**Job Description and Person Specification Agreement**

The above job description is not exhaustive but an indication of the duties the role holder may undertake and will be subject to review.

**Role Holders Signature:**

**Date:**

**Managers Signature:**

**Date:**