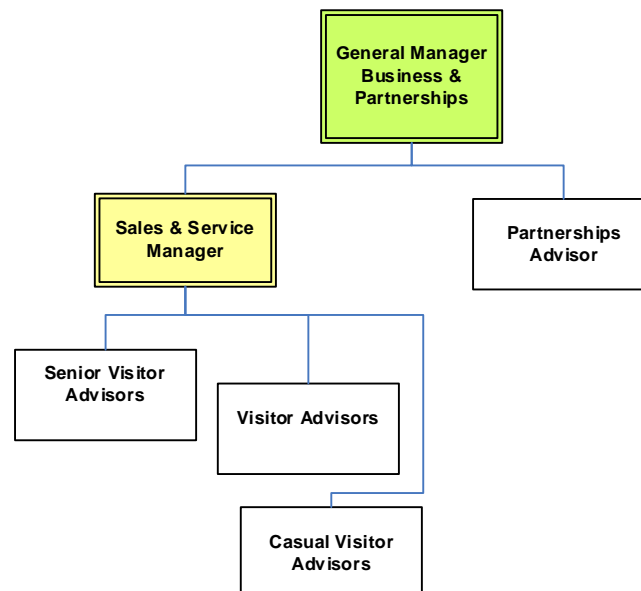




POSITION DESCRIPTION

Job Title:	Visitor Advisor
Reports To:	Sales and Service Manager
Direct Reports:	Nil
Position Purpose:	The purpose of this role is to provide a professional and high level of sales and service to all our visitors, before, during and after their visit to the Zoo. They will encourage and inspire Zoo visitors to have an enjoyable experience and uncomplicated entry and exit from the Zoo. This role is also responsible for the sale and support of a diverse range of visitor products and services. These include but are not limited to: Zoo shop sales, Close Encounters, memberships, venues and events, sleepovers, birthday parties and School programmes including the holiday programme. The Visitor Advisor role also acts as first contact for all enquiries over the telephone, website and email.
Date:	January 2021

Organisational Context:



Important Functional Relationships:

External

- Visitors to Wellington Zoo
- Service Providers e.g. caterers, cleaners, hire companies, hotels, other booking offices, transport providers etc.
- Technology Providers e.g. supplier of our database, POS systems, EFTPOS systems etc.

Internal

- Business and Partnerships Team
- Partnerships Advisor
- Communications, Experience and Conservation Team
- All Zoo staff and volunteers

Committees/Groups

- As required

Key Result Areas:

The position of *Visitor Advisor* encompasses the following functions or Key Result Areas:

- ☐ Visitor Service
- ☐ Sales
- ☐ Retail
- ☐ Bookings
- ☐ Administration and Data Entry
- ☐ Health and Safety, and Sustainability

The requirements in the above Key Result Areas are broadly identified below:

Jobholder is accountable for	
1 Visitor Service	<ul style="list-style-type: none"> <input type="checkbox"/> Ensuring seamless and friendly visitor service across all touch-points including but not limited to the front counters, Wild Times office, shop and venues. <input type="checkbox"/> Welcoming visitors, providing information and handling enquiries to ensure visitors have a friendly and enjoyable visit. <input type="checkbox"/> Setting standards of excellence in visitor service within own team and for all Zoo staff. <input type="checkbox"/> Gathering feedback from visitors on their expectations and satisfaction with Zoo operations and acting on this where appropriate. <input type="checkbox"/> Identifying, resolving and escalating any visitor issues or complaints. <input type="checkbox"/> Greeting and briefing venues guests and organisers in a friendly, professional manner. <input type="checkbox"/> Ensuring venues guests and organisers are supported throughout their meeting or function, including the supervision of meetings or functions as required, which may include those held after normal zoo opening hours. <input type="checkbox"/> Ensuring all Wellington Zoo venues are presented to a high standard and are equipped to appropriate levels at all times for both internal and external guests. <input type="checkbox"/> Organising Zoo venues and ensuring they are appropriately set up to meet visitor expectations. This may include arranging seating, tables, technical gear and light refreshments for some meetings/functions.
2 Sales	<ul style="list-style-type: none"> <input type="checkbox"/> Sale of relevant visitor entry ticket/s. <input type="checkbox"/> Maintaining an excellent knowledge of all Zoo products and their associated prices. <input type="checkbox"/> Ability to recognise and apply cross-selling and/or up-selling of Zoo products where appropriate to visitors. <input type="checkbox"/> Meeting targeted expectations for sales - both individual and team targets. <input type="checkbox"/> Make proactive outbound sales calls to prospective customers for Zoo products, particularly venues. <input type="checkbox"/> Proactively participate in on-site promotions and sales of Zoo products.
3 Retail	<ul style="list-style-type: none"> <input type="checkbox"/> Merchandising, maintaining high display standards in the shop such as ensuring stock is immaculate and well-stocked. <input type="checkbox"/> Assisting team with annual stock take. <input type="checkbox"/> Accurate and efficient Point-of-Sale transactions and till operations. <input type="checkbox"/> Responsibility for daily cash-up at close of business. <input type="checkbox"/> Responsibility for banking and till float reconciliation, change float replenishment orders. <input type="checkbox"/> Ensuring cash handling procedures are as per documented policy.
4 Bookings	<ul style="list-style-type: none"> <input type="checkbox"/> Responding in a timely and professional manner to all bookings and visitor queries via phone, email or website. This includes but is not limited to school visits, venues meeting and function organisers, community groups, visitors wishing to purchase Close Encounters, Sleepovers, Zoo Crew and Premium memberships, School Holiday Programmes etc. <input type="checkbox"/> Completing all administrative tasks for sales and bookings, including recording full and accurate details of the booking and keeping the Zoo's systems updated, sending out confirmation of bookings where required, notifying relevant Zoo staff of forecasted bookings. <input type="checkbox"/> Ensuring the successful planning of the delivery programme for customer meetings and functions, including preparing run-sheets and liaison with other Zoo staff, catering and external suppliers in line with agreed service levels. <input type="checkbox"/> Co-ordinating with the Learning Team on the School Holiday and Learning Session programmes during and after the booking process. <input type="checkbox"/> Consulting, where appropriate, with service providers such as caterers, cleaners, hire companies, transportation firms and other booking offices. <input type="checkbox"/> Co-ordinating the payment process to ensure all bookings are paid on time. <input type="checkbox"/> Ensuring daily maintenance and updating of bookings calendars and backing up of these calendars. <input type="checkbox"/> Supporting the booking, organisation and delivery of VIP functions for the Zoo and Zoo's partners.
5 Administration and Data Entry	<ul style="list-style-type: none"> <input type="checkbox"/> Co-ordinating inward and outward telephone calls, emails, letters and online queries. <input type="checkbox"/> Maintaining an excellent knowledge of the Wellington Zoo database and booking systems and their standard operating procedures

<ul style="list-style-type: none"> <input type="checkbox"/> Maintaining the Wellington Zoo database and booking systems with accurate and up-to-date information Ensuring accurate data entry and record keeping in relation to visitor numbers, data entry for point of sale, and any other reports pertaining to bookings, memberships, retail and purchasing held within the team. <input type="checkbox"/> Supporting the Sales and Service Manager and Senior Visitor Advisors with regular and ad-hoc report requests <input type="checkbox"/> Providing a professional radio base for all Zoo staff. <input type="checkbox"/> Providing information to the Finance Team for the preparation of invoices. <input type="checkbox"/> Providing support to Partnerships Advisor with safely depositing all raised funds and cheques, including clearing the donation boxes around the Zoo. Providing administrative support as required to the Partnerships Advisor.
<p>6 Health and Safety, and Sustainability</p> <ul style="list-style-type: none"> <input type="checkbox"/> Organising health & safety briefings, security and first aid etc. as required for meetings and functions guests in the Zoo venues. <input type="checkbox"/> Ensuring any hazardous conditions, near misses, injuries and accidents are reported immediately to your manager. <input type="checkbox"/> Participating in meetings, training and other health and safety activities. <input type="checkbox"/> Informing the Safety Improvement Team (SIT) about any areas of concern. <input type="checkbox"/> Meeting employee responsibilities and contributing to providing a safe working environment for visitors and fellow staff through following safe working instructions and adhering to all health and safety policies and procedures set down by WZT. <input type="checkbox"/> Proactively contributing to a culture committed to the health and safety of our staff and visitors. <input type="checkbox"/> Commitment to and delivery of the Zoo's sustainability strategy and initiatives. <input type="checkbox"/> Ensuring responsibility for reduction of emissions in line with the Zoo's carbon zero targets. <input type="checkbox"/> Contributing to a culture committed to sustainability.

Note: The job holder will carry out the duties and responsibilities defined in this position description or any other reasonable request from the employer which contributes to achieving the continued success of Wellington Zoo.

Person Specification:

Knowledge/Experience

Essential

- ☐ Passionate about delivering excellent service and experience in this field
- ☐ Proactive sales abilities
- ☐ Excellent communication skills, both oral and written
- ☐ Confident with communicating with a wide variety of people and handling all types of enquires whether by email, letter, telephone and online
- ☐ Demonstrated experience in a retail environment
- ☐ Flexibility to work weekends, public holidays and some evenings
- ☐ Demonstrated experience in multi-tasking and working to deadlines
- ☐ Computer literacy
- ☐ Be a team player

Desirable

- ☐ Experience in a bookings/reservation environment
- ☐ Experience with database management
- ☐ Knowledge of conservation issues and the role of a progressive zoo

Key Job Competencies

- ☐ Drive for Results - commitment to personal and organisational growth and improvement
- ☐ Interpersonal Savvy - ability to relate well to all kinds of people and develop constructive and effective relationships
- ☐ Time Management - effective and efficient use of time and ability to deliver on important priorities
- ☐ Customer Focus - ability to establish and maintain effective relationships, meet expectations of internal and external customers and use first-hand customer information for improvement in products and services
- ☐ Integrity and Trust - widely trusted with ability to admit mistakes and keep confidence
- ☐ Problem Solving - ability to look beyond the obvious, use analysis, logic and sound methods to solve problems with effective solutions