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**Visitor Programmes Officer**

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| Job grade | Level 1 Organisational Support | Reports to | Visitor Programmes Manager |
| Directorate | Conservation Zoos | Function | Events and visitor programmes |
| Contract | Fixed Term | Location | Whipsnade Zoo |

**Responsibility for resources**

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| Direct line reports | n/a | Responsibility for other resources | Responsible for appropriate use and maintenance of equipment, props and biofacts.  To comply with and promote health and safety and animal welfare policies and procedures. |
| Financial resources | n/a |

**Our vision and mission**

The Zoological Society of London (ZSL) is an international conservation charity, driven by science, working to restore wildlife in the UK and around the world. Our vision is a world where wildlife thrives and every role, every person in every corner of ZSL has one thing in common – we are all conservationists, and passionate about restoring wildlife.

**Purpose of the role**

Visitor Programmes Officers play a crucial role in the visitor facing journey delivering excellent customer service and ensure the programme is aligned to the Zoo Proposition and ZSL Strategy.

Post holders will work within the Visitor Programmes and Events team developing and delving our high quality, engaging and interactive programme of talks, tours, shows, workshops, and other pop-up experiences.

Using a variety of engagement tools and techniques, the programme caters for a wide audience from family days out to parent & toddlers and adult groups.

A part of ZSL’s daytime commercial experiences portfolio is also delivered by this team, which drives crucial revenue, in turn feeding into our important conservation work.

**Key responsibilities**

1. Be an ambassador for ZSL at all times by welcoming visitors and creating a safe, relaxed, inspiring, and fun environment that inspires them to live in a world where wildlife thrives.
2. Deliver the Visitor Engagement Programme, including on-site talks, family workshops, staged presentations, seasonal events, PR, digital activity and community-based activity in line with the engagement quality framework and meeting KPI targets.
3. Support the development of content for the Visitor Engagement Programme, for example by writing scripts, creating workshops/shows and activity plans, ensuring all relevant information being given to visitors is factually correct, up to date and fitting with ZSL’s mission.
4. Ensure the health & safety, welfare and security of visitors and animals on site, dealing calmly and effectively with visitor emergencies and sensitive situations.
5. Under guidance from the Visitor Engagement Manager & Community Engagement Team, support delivery of the Zoo Engagement Programme to be fully accessible and inclusive.
6. Supporting the visitor welcome volunteers.
7. Support the evaluation of Visitor Engagement Programming to ensure all activities are delivered in line with the engagement quality framework.
8. Build professional working relationship with multiple teams to ensure the development of activities including talks is evidence based and up to date.
9. Keeping up to date with activities from across ZSL to ensure the Visitor Engagement Programme is engaging visitors in ZSL’s vision through creating an emotional connection between people and wildlife, and therefore a connection with ZSL’S conservation work in the field.
10. Assist with the build and derig of seasonal events and experiences.
11. Maintain shared spaces and resources.

The duties and responsibilities described are not a comprehensive list and additional tasks.

may be assigned from time to time that are in line with the level of the role.

**Person Specification**

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| Experience |

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| Essential | * Demonstrable experience and passion for delivering an exceptional visitor experience. * Experience working in a fast-paced visitor attraction or customer service role. * Experience in communicating science and conservation topics to a wide variety of people. * Experience working with children. |
| Desirable | * Performance or biological science qualifications or work experience in a relevant field * Experience of working with volunteers. * Experience in developing innovative activities for an informal education setting. |

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| Knowledge and skills |

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| Essential | * Excellent people and communication skills. * A keen interest in zoos, conservation, and the environment. * Ability to remain calm and confident under pressure. * An understanding on how to manage workloads and prioritise tasks. * Advanced skills in using MS office packages, specifically Teams, Outlook, Excel, and PowerPoint and word. |
| Desirable | * Knowledge and understanding of engagement techniques for creating high quality interactions for different audience types. * Understanding of project management from ideation, development, delivery, and evaluation * Understanding of safeguarding |

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| Additional requirements |

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| Essential | * This post will require extensive outside working with direct exposure to the weather. * This post will require some office-based work using display screen equipment. * This post may require occasional early morning and evening work. * This position is part of a team rota and is required to work one weekend day a week. * Strong commitment to creating a culture that lives ZSL values collaborative, inspiring, inclusive, innovative, impactful, and ethical. * Commitment to promoting equality and diversity. * To comply with and promote health and safety policies and procedures. * A DBS check is required for this role |
| Desirable | * Full clean UK driving licence |