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**Retail Sales Assistant**

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| **Job grade** | **1** | **Reports to** | **Retail Manager** |
| **Directorate** | **Zoo’s and Engagement** | **Function** | **Sales** |
| **Contract** | **Permanent / Seasonal** | **Location** | **Regent’s Park** |

**Responsibility for resources**

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| **Direct line reports** | **None** | **Responsibility for other resources** | **Confidentiality** |
| **Financial resources** | **NA** |

**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**

The purpose of this role is to support the Retail department with the fulfilment of the day to day retail operations across London Zoo. The Sales Assistants will work together in the delivery of operations to maximise sales and profit, to achieve budgets as well as enhance the Visitor Experience, and achieve the objectives of ZSL200.

The post holder will be responsible for the daily operations of the Retail department, and will need to ensure a smooth and efficient operation to ensure visitors days have a positive impact.

**Key responsibilities**

* Maximise sales and KPI’s at every opportunity to maximise profit for the charity.
* Ensure all shops are opened on time and are fully operational at opening. Reporting any issues immediately to the the relevant manager.
* Lead by example by driving sales, and motivating the team, to upsell and increase KPI performances to achieve the highest level of customer service and excellent sales results.
* Set team targets and incentivise them to guarantee results – while coaching and developing selling techniques.
* Be able to read and utilise commercial reports such as best sellers and Visual Merchandising to make commercial decisions to enhance sales. Including creating, contributing to and executing daily/weekly floor walks. Plan changes that are commercial, and enhance the visitor experience.
* Effective people management of team lateness and absence as well as performance issues, raising them to the Retail Manager and Assistant Manager when necessary.
* Attend team briefings, deploying staff to relevant areas, and updating the team on Zoo happenings so that the team have all the information they need to share with the visitors for the day.
* Manage and maintain excellent standards across all retail spaces – ensuring they are kept clean and well stocked.
* Ensure the stockroom is well maintained, deliveries are completed to time and that all Health and Safety guidelines are met, including Food hygiene for food stock.
* Work with the Buying and Merchandising team, maintaining and managing stock levels, communicating ideas for potential offers that could increase sales and assisting with promoting ZSLs key brand messages.
* Support the roll out of inductions, and training current staff members on new and current policies and procedures.
* Adhere to all security policies and procedures to maintain safety of staff, visitors and assets, including cash and safe handling as well as PCI and GDPR guidelines.
* Work with other teams on site to ensure Retail is included in the Visitor experience and relevant throughout as well as bringing aspects from other teams operations in to the Retail team.

**Person Specification**

***The person specification is very important as it provides all of the detail required to accurately evaluate the position. This includes the criteria on which to judge whether candidates meet the requirements of the job at shortlisting and interviewing stages. It also provides guidance to candidates on what to include in their application making it easier to shortlist.***

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| Experience | |
| Essential | ***These are criterion without which a candidate would not be able to undertake the full remit of the role. Applicants who do not clearly demonstrate in their application (i.e. CV, Cover Letter, Job Screening Question Responses) that they possess the essential requirements will normally be eliminated at the shortlisting stage.***  ***Example:***   * Previous experience in managing and developing large teams * Extensive experience in the development and implementation of… * Proven experience in undertaking... * Educated to BSc degree level in (list subject area) or related subject area, or equivalent qualification, or demonstrate such a level of equivalent qualifications and experience through relevant practical work experience. |
| Desirable | ***These are criterion that would be advantageous for the candidate to hold. When shortlisting and deciding on whom to offer the job, these criteria will be useful to consider when more than one applicant meets the essential criteria.*** |
| Knowledge and skills | |
| Essential | ***Specify any knowledge the candidate is required to bring to the role such as knowledge of a specific academic area, or professional knowledge. include skills required to carry out the role such as managing people or teams as well as any skills required for managing own and others workload****.*  ***Example:***   * Advanced skills in using MS office packages, specifically Excel and PowerPoint or equivalent software packages will be acceptable. * Familiarity with managing competing priorities and delegate effectively |
| Desirable | ***Example:***   * Able to demonstrate high accuracy and attention to detail with reference to written communications, whether in the form of documentation or call logging. |
| Additional requirements | |
| Essential | ***Describe the extent to which the job is subject to different working conditions. Delete as appropriate.***  ***Examples:***   * This post will require extensive outside working with direct exposure to the weather and animals. * This post is a blended role for office and home working; some travel to Zoo sites will be required. * This post requires [occasional/frequent] work during evenings and/or and weekends * This position is part of a team rota and is required to work one weekend in every four. * A full driving license is required for this role. * This position will be office based but considerable travel will be required. * This role requires frequent overseas travel and is expected to travel up to 45 days per year * Strong commitment to creating a culture that lives ZSL values and commitment to safeguarding, equality and diversity (collaborative, inspiring, inclusive, innovative, impactful and ethical) * To comply with and promote Health and Safety policies and procedures |